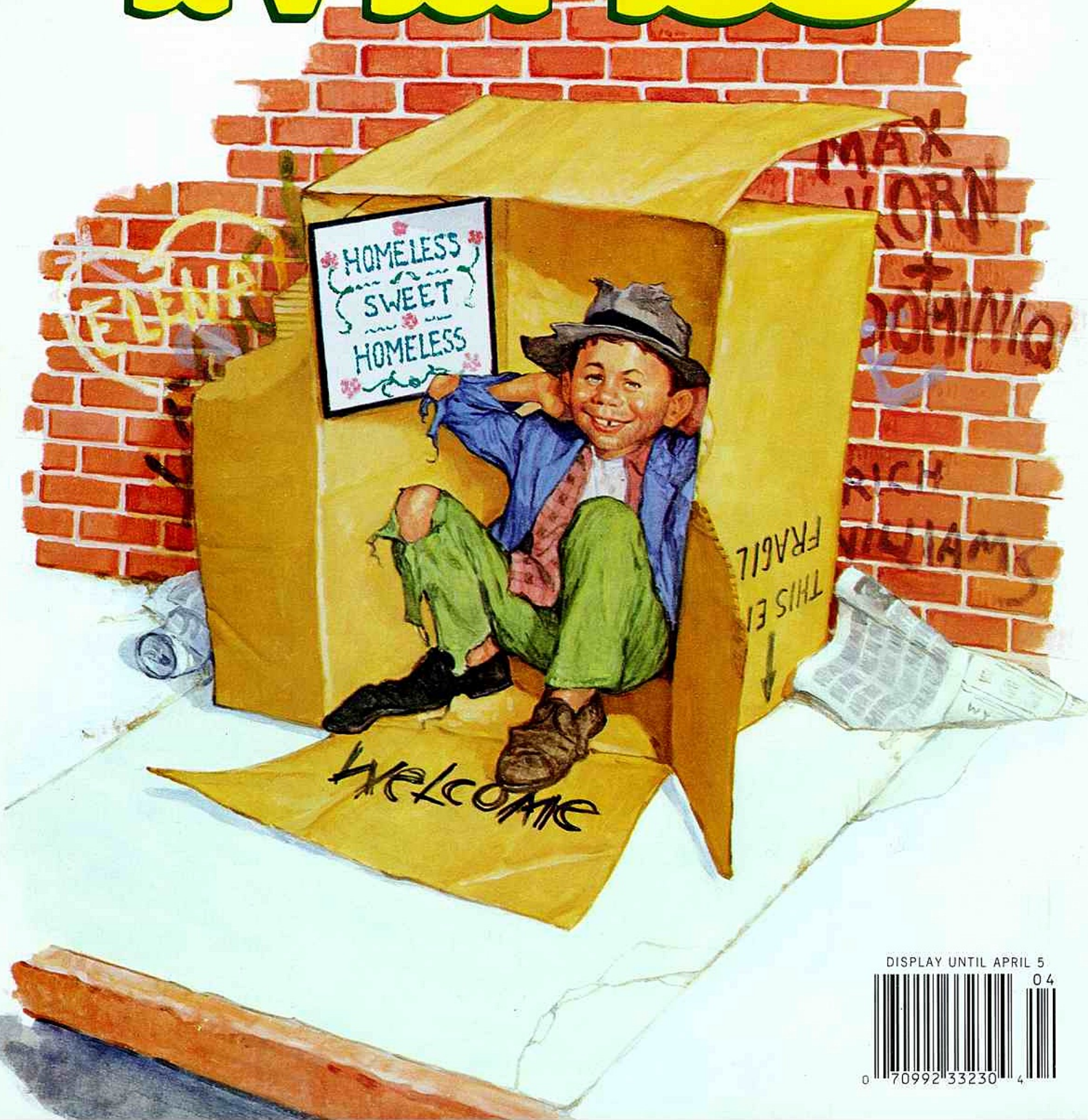


SPECIAL "ECONOMIC RECOVERY" ISSUE

No. 326
March/
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COULDN'T DO
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KEATON!

ARGHH!

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HEROES**

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A DOUBLE HERNIA!

DRUCKER

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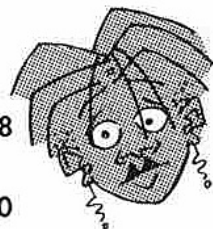
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MARCH/APRIL
1994

MAD

NUMBER
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— Alfred E. Neuman

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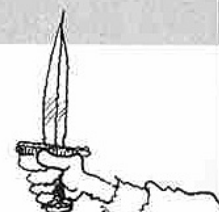
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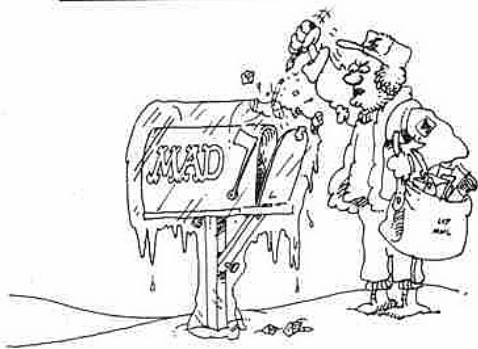
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"THINGS THAT SUCK" WRITER: HAL PINURCIOLO



LETTERS AND TOMATOES DEPT.



EARL'S INITIAL INQUIRY

I've read MAD for 30 years, and have somehow managed to teach school for 20 of those years. Did you know that Alfred E. Neuman's initials backwards—N.E.A.—are the same as the National Educational Association? Does this mean if we read MAD backwards there is an educational message?

Earl Holden, Jr.
Zillah, WA

No, but it does mean that for the past 20 years, the kids of Zillah, Washington have been taught by a COMPLETE LUNATIC!!!—Ed.

MAD

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Jack Albert
lawsuits

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Contributing Artists
and Writers

the usual gang of idiots

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Printed in U.S.A.

"SENSELESS IN SEATTLE"

I can't believe I'm writing a letter to the editors of a magazine I loved and laughed at and grew up with and even sent material to, back in the 8th grade, in 1968, which you never even acknowledged! However, I'm the guy who thought up and wrote *Sleepless in Seattle*, the movie you skewered in your January '94 issue—and I just had to tell you what an honor it is! To have childhood heroes like Mort Drucker and Stan Hart go to work on me, and all of the folks involved in the movie, is just about the coolest thing that could have come from this whole experience—almost better than getting paid! So it's nice to see you finally printed something of mine—although I saw a photo once of your late and esteemed founder William Gaines' office, and I'm wondering if my stuff from '68 isn't still in there somewhere!

Jeff Arch
Clifton, VA

Jeff—Thanks for your very kind letter. Based on your suggestion, we took a look and indeed did find your 1968 submission. Our 4-star editorial staff carefully reviewed it, and unfortunately, it is their considered expert opinion that your writing shows little promise of being commercially viable...They recommend you start taking some accounting courses and forever give up the dream of one day becoming a successful Hollywood screenwriter!—Ed.

PRANK DISCUSSION

I have a big problem. I like playing pranks. Sometimes I play good ones, too! I need better ones. Could you help me? Thanks for your time.

Dan Moffitt
Salinas, CA

DanTheMan—No problem! Here are some of our favorite pranks: Call the Howard Stern Show, and when you get on, yell out "Larry King!" Also, pick out a victim, and whenever you see them, limp. When they ask you what's wrong, say "Oh, nothing." But as they walk away, mutter just loud enough so they can hear you, "What a dip!" Our all-time favorite prank, the one we recommend most, is sending your victim a subscription to MAD! Try it! It works every time!—Ed.

THE BEST TIMES TWO

With this, our seventh year of spotlighting a reader's picks for the best of the year, we decided to shake things up by printing two readers' picks! Per-

Here are my personal favorites for '93:

Best Movie Satire: Home A-Groan 2 (#318)

Best TV Satire: Batsman: The Anemic Series (#322)

Best Article: Translating "Studspeak" (#322)

Best Satire of A Movie That Deserved It: Jurassic Has-Had-It Park (#323)

Best Satire of a TV Show That Deserved It: Blah-Sum (#318)

Best Lighter Side of: (#317)

Best Spy Vs. Spy: (#320)

Best Tales From the Duck Side: The Puny Pugilist's Performance: (#322)

Best Cover: Bram Stoker's Dracula (#319)

Best Back Cover: "First Drug Test" (#317)

Best Fold-In: Discarded Diapers (#317)

Best Alfred E. Neuman Quote: (#318)

Best Super Special: Gadgets and Gizmos (#92)

Best Paperback: Spy Vs. Spy #8

Best Overall Issue: (#318)

Thank you for making me laugh!

Ashley Robinson
Deland, FL

CAMPBELL'S WHOOP

The enclosed political cartoon appeared in the October 24th, 1993 issue of the *Montreal Gazette*, depicting Canadian Prime Minister Kim Campbell as Alfie (or vice-versa). The very next day, Ms. Campbell and her Conservative Party went down to a record-setting defeat in a federal election. Go figure!

Edward Stokes
Montreal, Canada



After seeing the editorial cartoon and reading your letter, we're beginning to have second thoughts about NAFTA! By the way, did you know Lorne Greene was from Canada? Thanks for writing!—Ed.

MORON MAIL

What the #&*@\$% were you thinking when you chose Prince Charles as the winner of the Alfred E. Neuman look-alike contest (MAD #324)? You should clearly be able to see that when Alfred E. grows up (if he ever does) he will look like David Letterman!

Adam Duffy
Scituate, MA

True, but when David Letterman grows up, he's going to look like Prince Charles—So what's your point?—Ed.

happens next year we'll print an entire issue of nothing but reader's picks! What fascinating reading that would be!

Here are my personal "Best of the Year" Awards for 1993:

Best Movie Satire: Sister Axed (#316)

Best TV Satire: Blah-Sum (#318)

Best Article: MAD Salutes Some Legendary Moms and Dads (#322)

Best Satire of A Movie That Deserved It: Home A-Groan 2 (#318)

Best Satire of a TV Show That Deserved It: Batsman: The Anemic Series (#323)

Best Lighter Side of: (#323)

Best Spy Vs. Spy: (#322)

Best Tales From the Duck Side: The Conniving Carnival Caper (#318)

Best Cover: Trolls (#318)

Best Back Cover: "First Day of School" (#318)

Best Fold-In: The Florida Marlins (#319)

Best Alfred E. Neuman Quote: (#318)

Best Super Special: Collector's Series #6 (#91)

Best Paperback: MAD's Creature Presentation

Best Overall Issue: (#322)

Thank you!

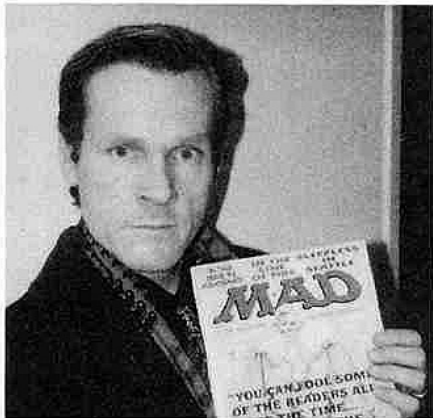
Dan Doepke
Schofield, WI

MAD CHAT

• Introducing •

MAD CHAT -- your chance to call up and speak to MAD contributors and editors! On **Wednesday, February 23, 1994**, call **212-752-6872** between the hours of **3PM - 5PM Eastern Standard Time** and speak with MAD writer **Dick DeBartolo** and the MAD editors. Have your questions, comments, compliments, criticisms and craziness ready! (And no, thankfully, Larry King will not be hosting!) In future months you'll be able to speak to other members of the usual gang of idiots, too! Watch the Letters Page each issue for date and time to call! And don't forget -- at all other times you can **FAX** MAD at the same memorable phone number **212-PLANUPA!**

HAPPY AND SADLER



Hardly a day goes by that a well-known Hollywood star or big name in the world of music doesn't drop by our offices to say hi and join in the MADNESS! Recently, accomplished actor William Sadler, perhaps best known for his portrayal of fanatical Colonel Stuart in the film *Die Hard II* stopped by for a tour! Even so, He wasn't saying whether or not he'd join the cast when they inevitably make *Die Hard III* to try and breathe some much-needed life into Bruce Willis' rapidly fading film career. It's a good thing your wife, actress Demi Moore, is bringing home a regular paycheck, eh Bruce?

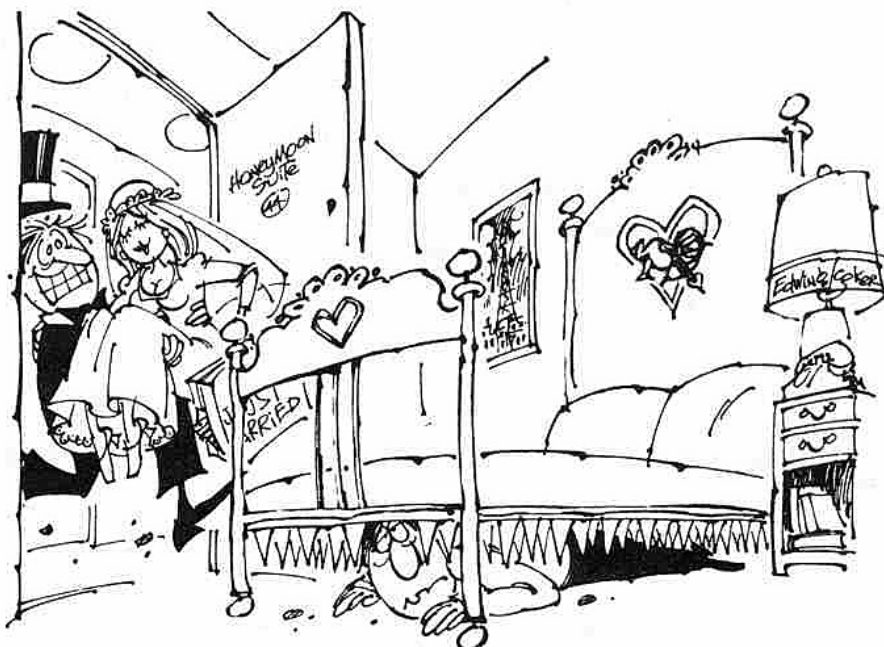
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USE COUPON OR DUPLICATE

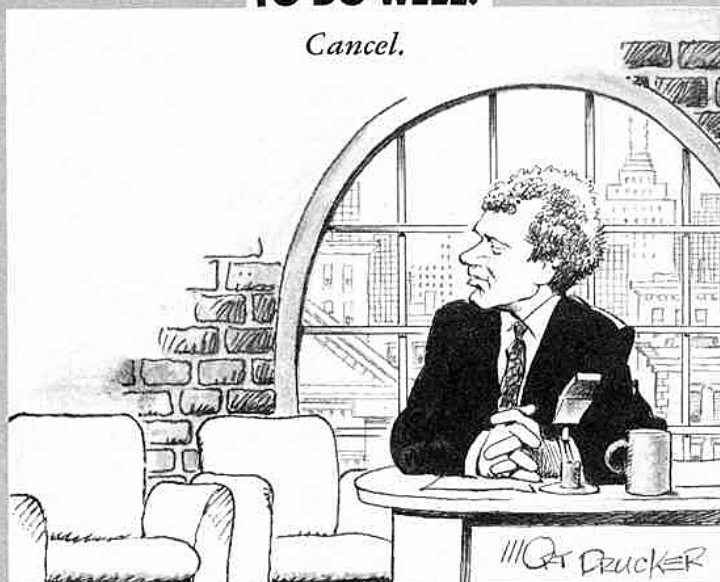
THE
MAD
GUIDE
TO
DOING
WELL
NOT
DOING
WELL
ON
TV
TALK
SHOWS



ARTIST: MORT DRUCKER WRITER: GREG ECKLER

TO DO WELL:

Cancel.



TO NOT DO WELL:

Upstage Dave.



TO NOT DO WELL:

Try to say something serious.



ARSENIO HALL

TO DO WELL:

Mention the basketball game you were at last week, using only the first name of the star players.



TO DO WELL:

Praise the acting talent of the rapper who had a small role in your film.



TO NOT DO WELL:

Talk at length about pro hockey.



JAY LENO

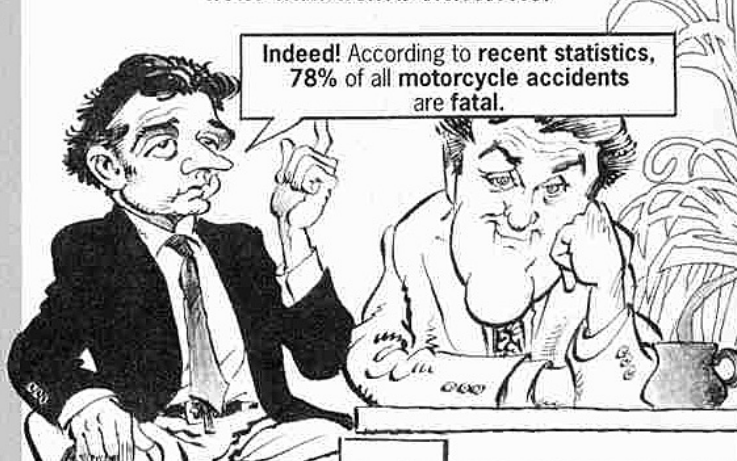
TO DO WELL:

Let Jay jump on your punchlines.



TO NOT DO WELL:

Quote motorcycle accident and death statistics.



TO NOT DO WELL:

Ask inappropriate questions.



OPRAH WINFREY

TO DO WELL:

Use hackneyed cliches to denounce racism.

I don't care if you're black, white, yellow, green, purple—it's what's inside that counts!



TO DO WELL:

Weep openly for the full hour.

Let it all out, girl! People should see this and learn from your pain!



TO NOT DO WELL:

Misunderstand the point of the show.

Our topic today is sibling rivalries! Lisa Filberts, why don't you get along with your sister?

Forget it, Oprah! This is neither the time nor the place to discuss such personal matters!



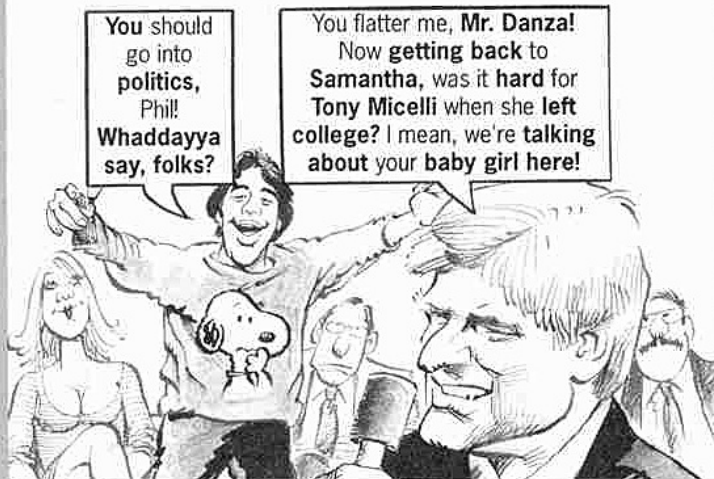
PHIL DONAHUE

TO DO WELL:

Suggest Phil run for Congress.

You should go into politics, Phil! Whaddayya say, folks?

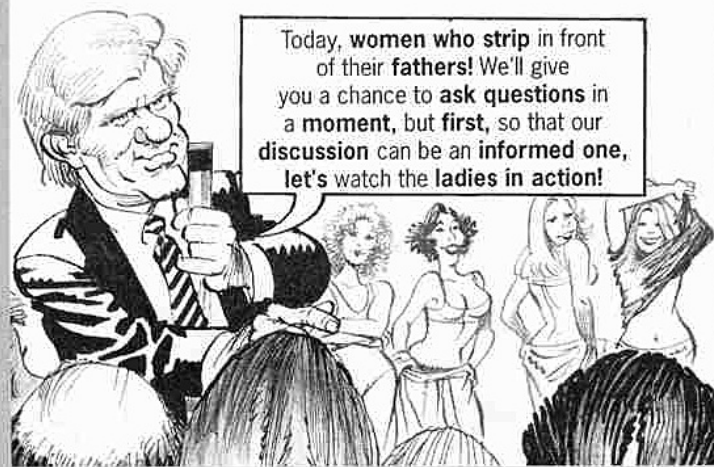
You flatter me, Mr. Danza! Now getting back to Samantha, was it hard for Tony Micelli when she left college? I mean, we're talking about your baby girl here!



TO DO WELL:

Demonstrate your freakish activity live in the studio.

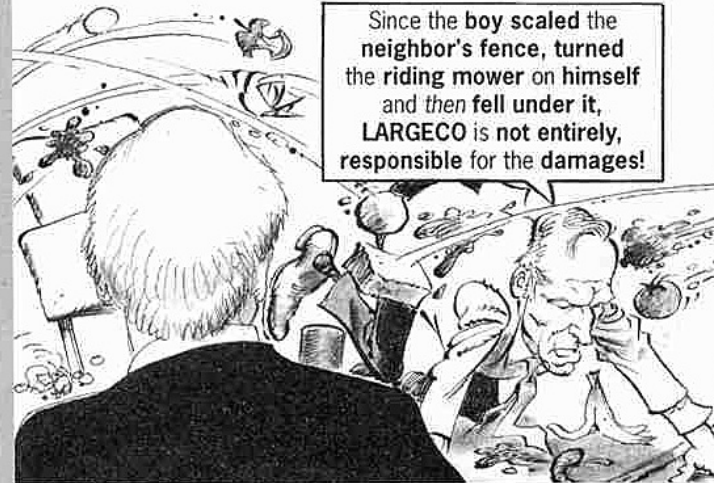
Today, women who strip in front of their fathers! We'll give you a chance to ask questions in a moment, but first, so that our discussion can be an informed one, let's watch the ladies in action!



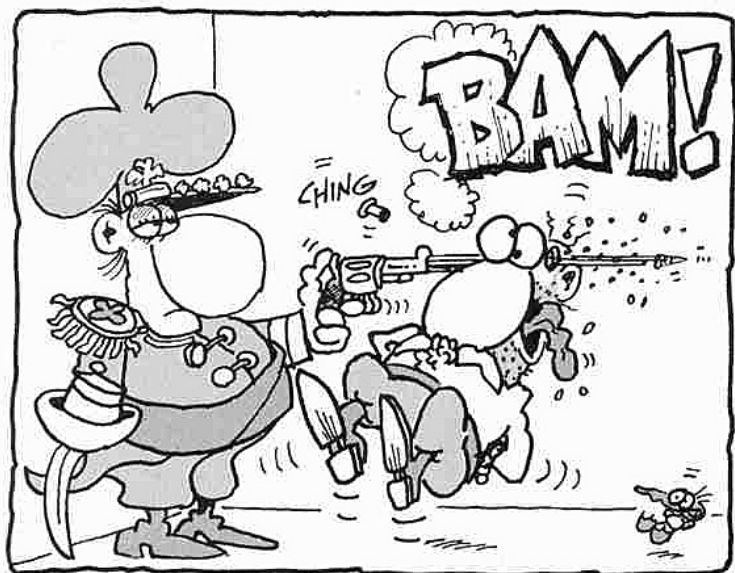
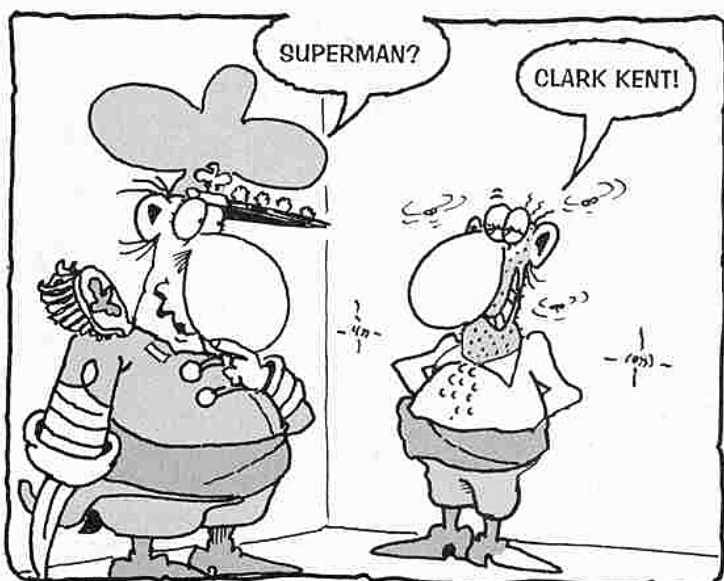
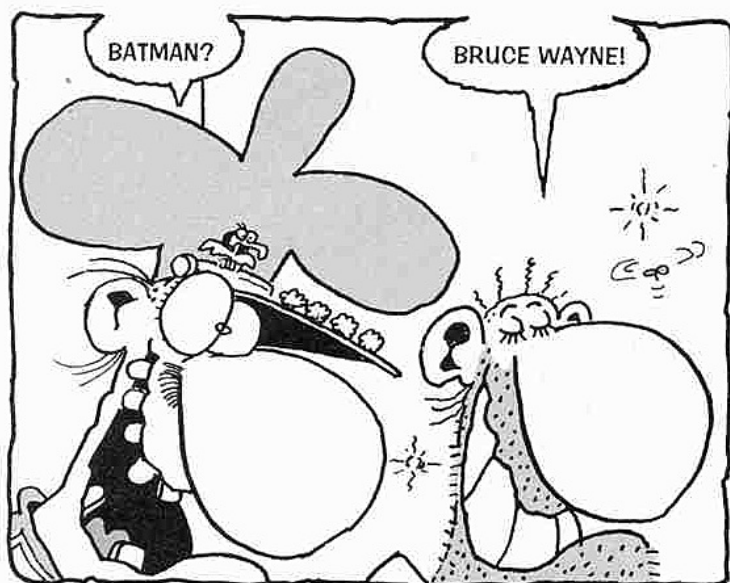
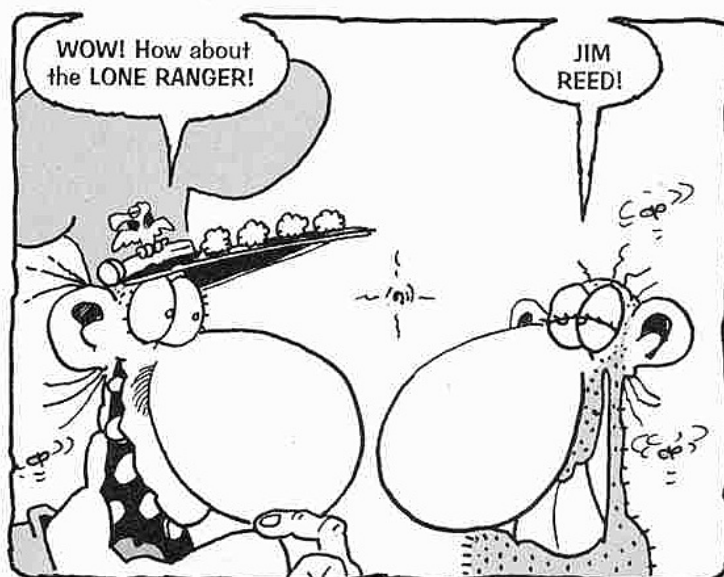
TO NOT DO WELL:

Side with the big, faceless corporation.

Since the boy scaled the neighbor's fence, turned the riding mower on himself and then fell under it, LARGECO is not entirely responsible for the damages!



THE INTREPID INFORMER'S INDICTMENT







AND THE WINNERS AREN'T DEPT.

Every year come Grammy time, the music biz gets sucked dry of any semblance of creativity and limply bestows the same stodgy old awards upon their constantly changing industry. It is now time for these big losers to wake up and add...

New GRAMMY AWARD Categories We'd Like To See

ARTIST: RICK TULKA WRITER: MIKE SNIDER

1. Best Incoherent and Obscenity-filled Acceptance Speech from Last Year's Grammy Telecast.
2. Best Gimmick Designed to Distract Attention from the Fact that Performers Have No Musical Talent Whatsoever.
3. Best Artist That Few Like, but Whose CD Most People Buy Because it's the "Politically Correct" Thing to Do.
4. Most Unnecessary (and Painful) High Note by a New Female Vocalist Just Trying to "Show Up" Whitney Houston.
5. Most Injuries at a Heavy Metal Concert Caused by Lead Singer Whipping Fans Into a Frenzy.
6. Best Fictitious P.R. Version of How "Made-to-Order" Singing Group Just "Happened" to Get Together.
7. Most Shameless TV-Commercial "Sell-Out" by a Superstar Who Needs the Money About as Much as Ross Perot.
8. Most Unrecognizable Rendition of the National Anthem Performed at a Sporting Event.
9. Best Rap Album They Couldn't Give Away Until Outraged Politicians Showered it With Free Publicity.
10. Best Simulated "Love-making Noises" by Pre-Teen Pop Singers Who Have Never Even Kissed a Girl.
11. Best Live Concert, Lip-synched to Pre-recorded Vocals, With Pre-taped Music and Pre-programmed Synthesizers.
12. Best "Face-saving" Excuse for Returning to Old Band After Solo Career Fizzles.
13. Best New Rock Group That Will be Split up in Six Months Because They Can't Handle Success.

I CAN'T BELIEVE IT'S NOT BETTER DEPT.

We all go through bad times. Fortunately, these bad times usually lead to good times, except when they don't and they lead to more bad times, or even worse times, which, sometimes, lead to the worst of worse times! Which is our way of introducing...

Street mimes... Suck!

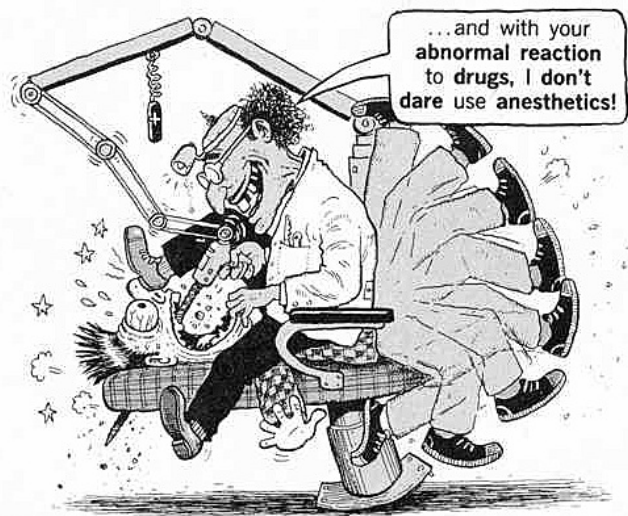
JUST WHEN YOU THINK



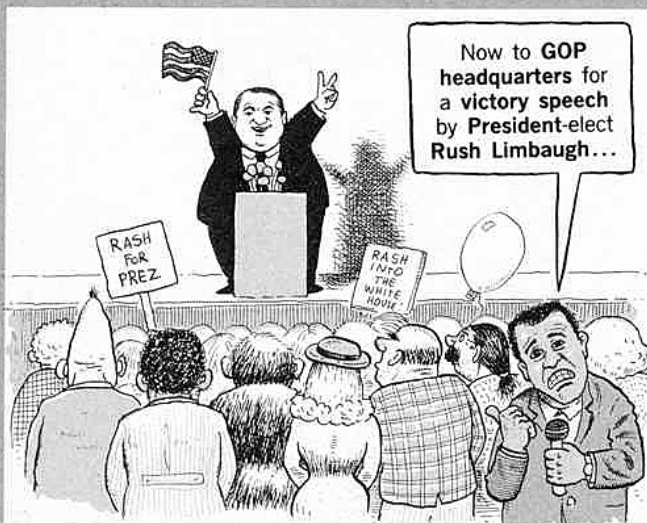
WHEN YOU THINK IT CAN'T GET ANY WORSE...

YOU THINK IT CAN'T GET ANY WORSE... JUST?

IT CAN'T GET ANY WORSE... JUST WHEN YOU



ARTIST: TOM BUNK WRITER: FRANK JACOBS



IT CAN'T GET ANY WORSE... JUST WHEN

First came Van Halen's popular song and video "RIGHT NOW." Then, it was Clear Pepsi's "RIGHT NOW" TV Commercial, based on Van Halen's popular song and video, "RIGHT NOW." Right now

RIGHT

DIGITAL ARTIST: SAM VIVIANO

RIGHT NOW

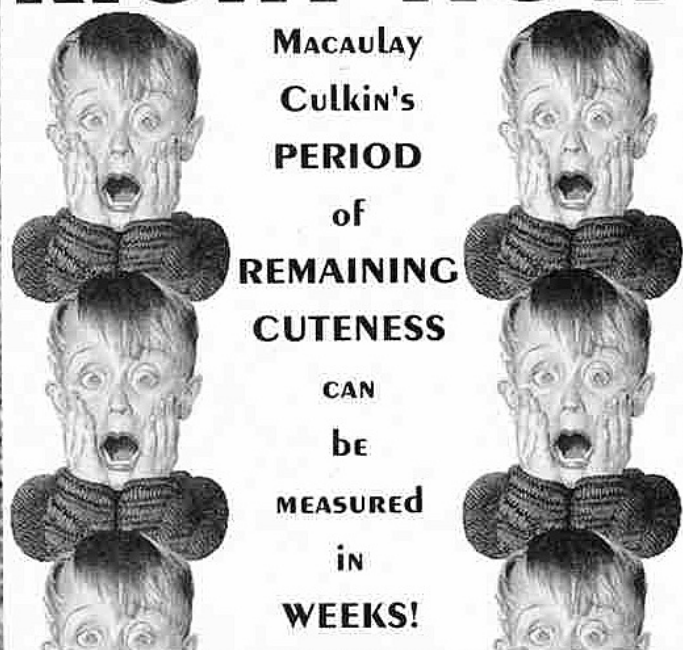
JACK NICHOLSON

IS SPENDING MONEY
YOU SHELLED OUT FOR
SOME PIECE OF BATMAN
CRAP YOUR DOG CHEWED
UP 3 YEARS AGO!

RIGHT NOW

WEAPONS
ARE
PASSING
UNNOTICED
THROUGH
AIRPORT
X-RAY
MACHINES
WHILE
MINIMUM-
WAGE
SECURITY
PERSONNEL
COMPARE
LIP
TATTOOS!

RIGHT NOW



MACAULAY
CULKIN'S
PERIOD
of
REMAINING
CUTENESS
CAN
be
MEASURED
in
WEEKS!

RIGHT NOW



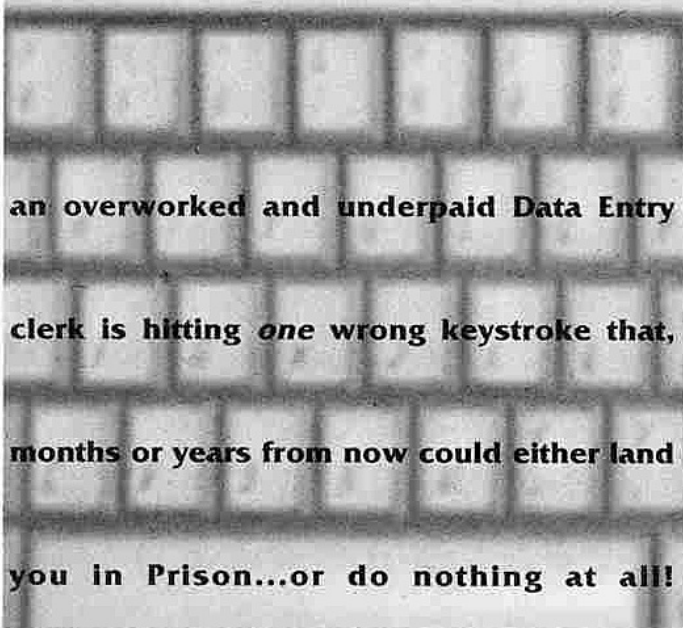
DISGUSTED
PRE-SCHOOLERS
ARE WAITING UNTIL
THEIR PARENTS LEAVE THE
ROOM SO THEY CAN SWITCH
CHANNELS FROM THAT @#%&*!
BARNEY TO BEAVIS AND BUTT-HEAD!

it's our turn to take a shot at Van Halen's popular song and video "RIGHT NOW," while making absolutely no reference to Clear Pepsi's "RIGHT NOW" TV Commercial! We boldly call this article...

NOW!

WRITER: MIKE SNIDER

RIGHT NOW



an overworked and underpaid Data Entry clerk is hitting *one* wrong keystroke that, months or years from now could either land you in Prison...or do nothing at all!

RIGHT NOW

MEDIOCRE-TO-AWFUL AMATEUR BASKETBALL PLAYERS ARE WASTING \$125 ON SNEAKERS THAT NOT ONLY WON'T IMPROVE THEIR GAME — BUT ALSO NEGATE ONE OF THEIR BEST EXCUSES!

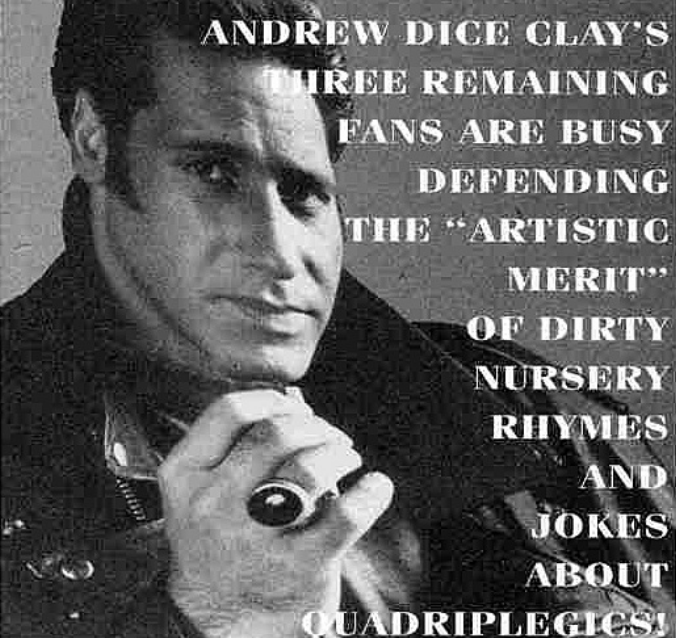


RIGHT NOW

INSTRUCTORS AT TERRORIST TRAINING CAMPS ALL OVER THE WORLD ARE REMINDING THEIR CAR-BOMBING PUPILS: NEVER, NEVER, EVER USE YOUR REAL NAME ON THE RENTAL AGREEMENT!

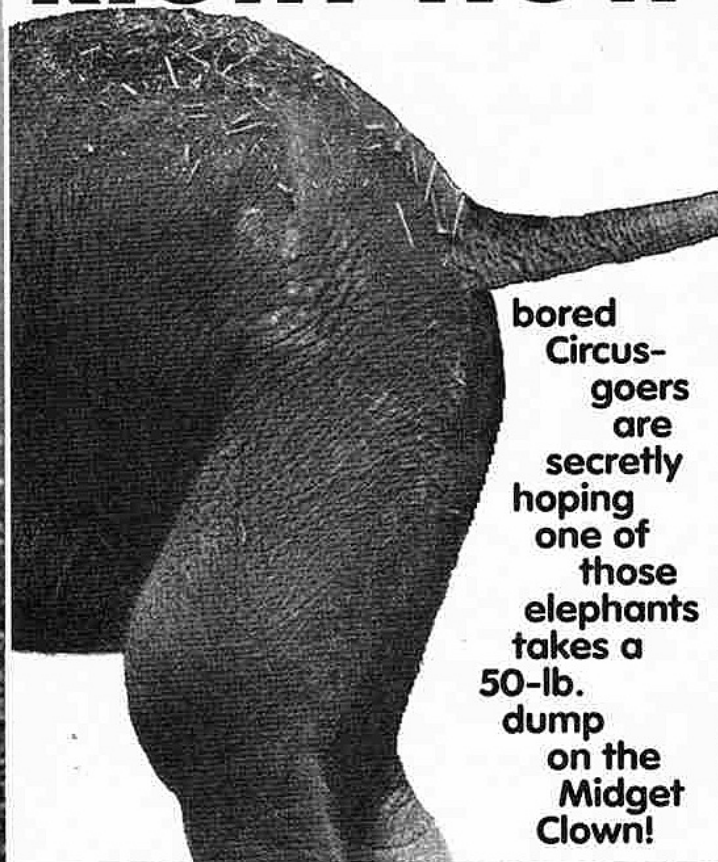
INSTRUCTORS AT TERRORIST TRAINING CAMPS ALL OVER THE WORLD ARE REMINDING THEIR CAR-BOMBING PUPILS: NEVER, NEVER, EVER USE YOUR REAL NAME ON THE RENTAL AGREEMENT!

RIGHT NOW



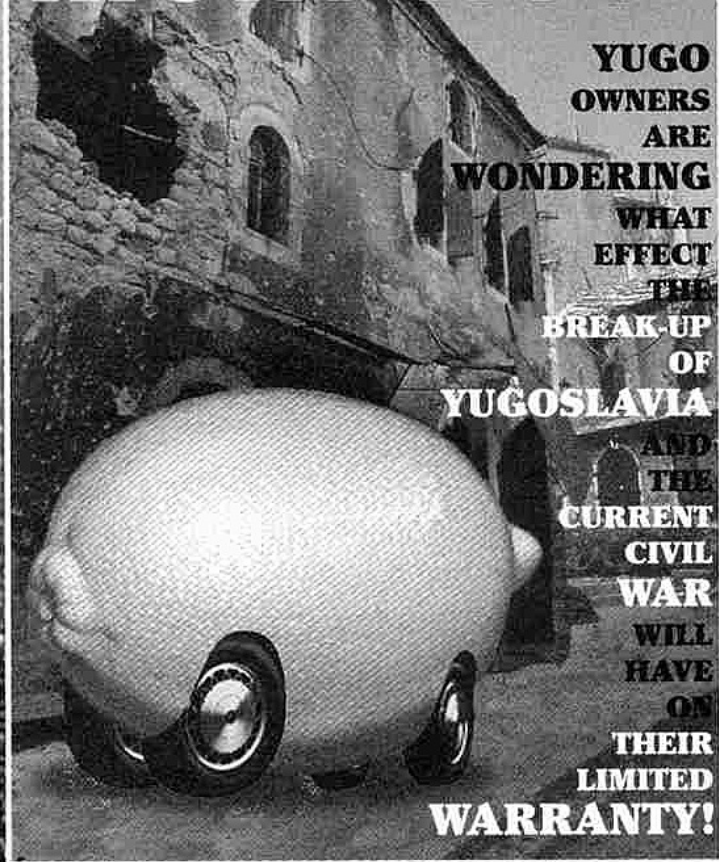
ANDREW DICE CLAY'S THREE REMAINING FANS ARE BUSY DEFENDING THE "ARTISTIC MERIT" OF DIRTY NURSERY RHYMES AND JOKES ABOUT QUADRIPELEGICS!

RIGHT NOW



bored
Circus-
goers
are
secretly
hoping
one of
those
elephants
takes a
50-lb.
dump
on the
Midget
Clown!

RIGHT NOW



**YUGO
OWNERS
ARE
WONDERING
WHAT
EFFECT
THE
BREAK-UP
OF
YUGOSLAVIA
AND
THE
CURRENT
CIVIL
WAR
WILL
HAVE
ON
THEIR
LIMITED
WARRANTY!**

RIGHT NOW

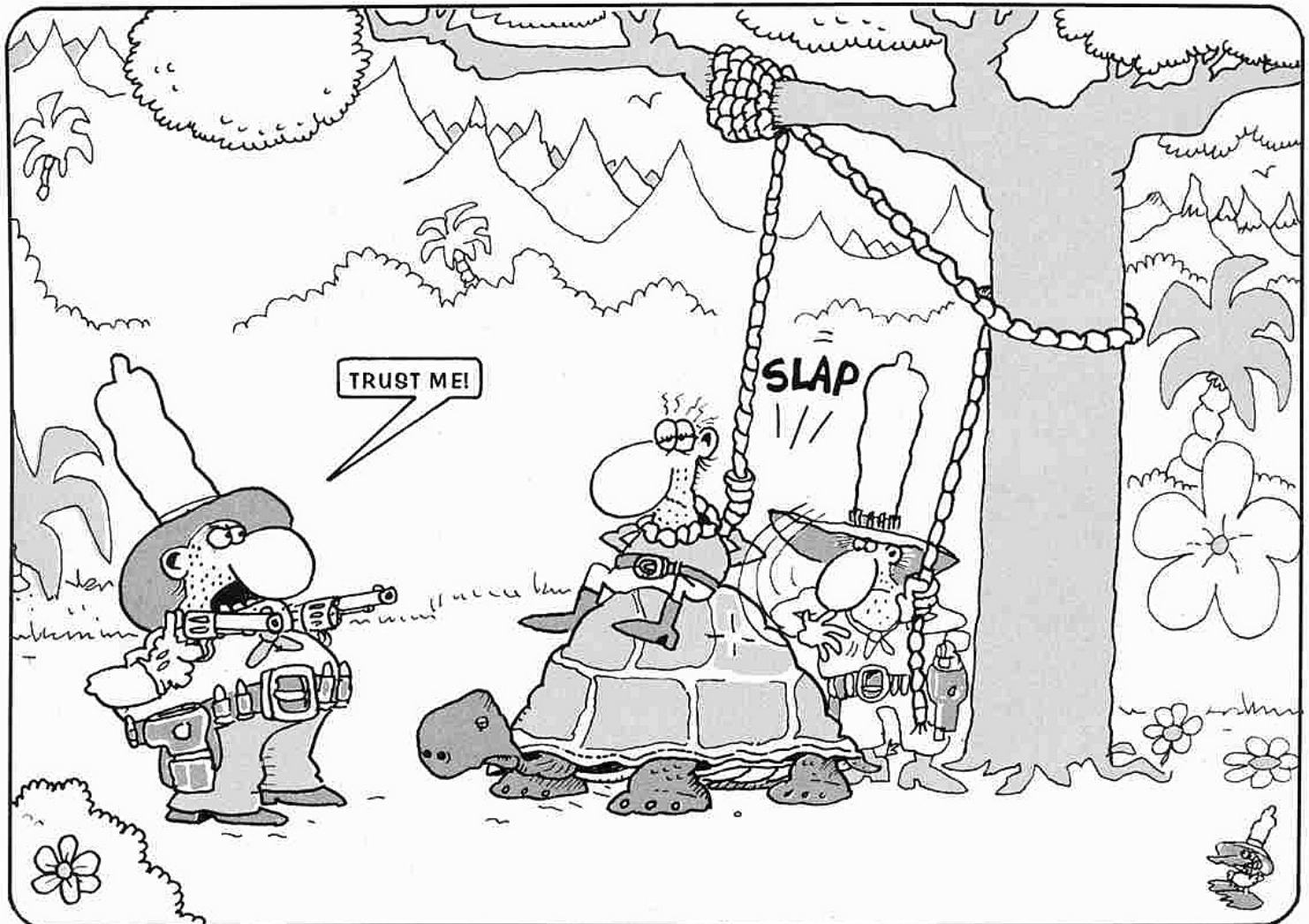
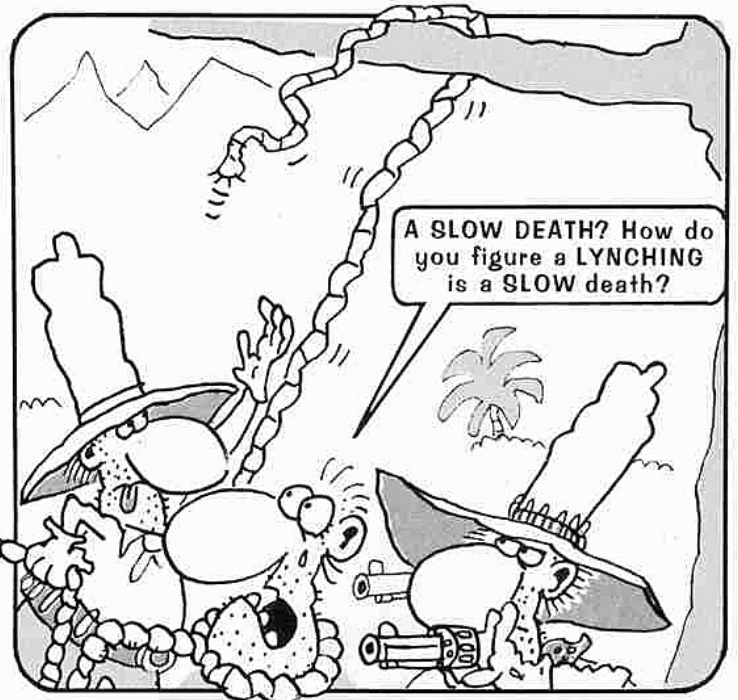
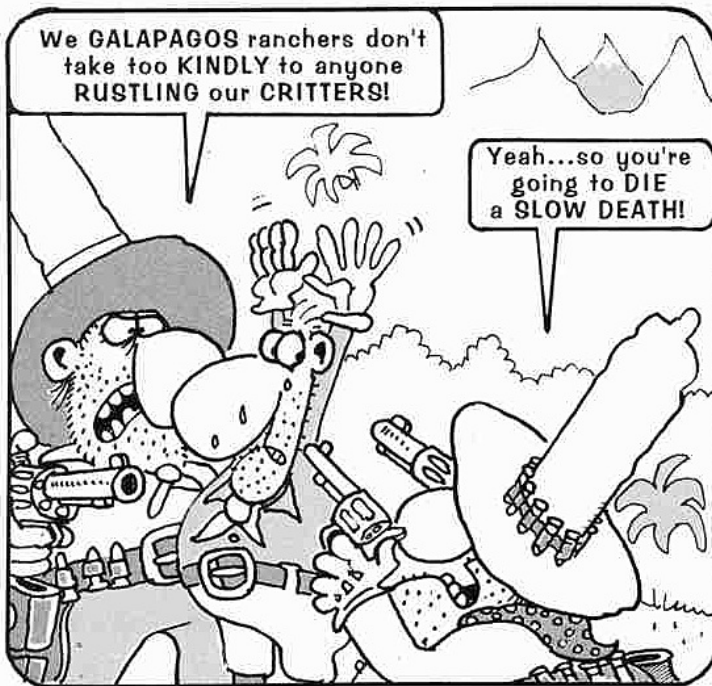
**PAWN
SHOPS
ARE
BEING
FLOODED
WITH
SLIGHTLY-
USED
TENOR
SAXOPHONES
FROM
TRENDY
DEMOCRATS
WHO
OVERESTIMATED
THEIR
MUSICAL
ABILITIES!**

RIGHT NOW

**SERIAL KILLERS ARE PAUSING
BETWEEN STABS, SLASHES OR
HACKS TO PONDER JUST WHO
SHOULD PLAY THEM IN THE TV
MOVIE BASED ON THEIR CRIMES!**




THE GOOFY GALAPAGOS GOON-SQUAD



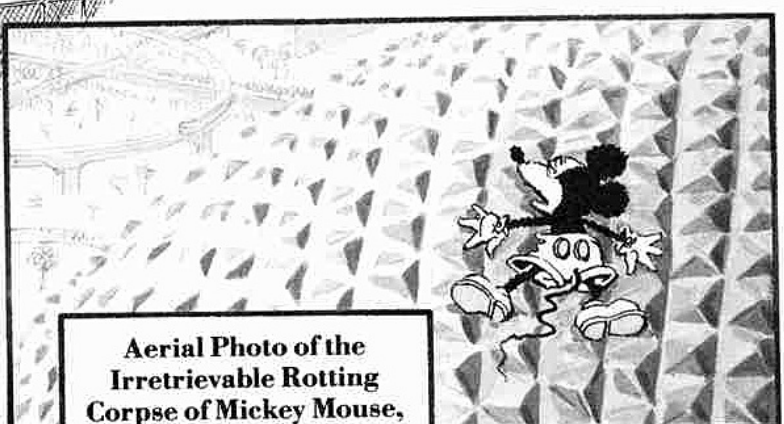
THEY'RE THE DISEASE AND WE'RE THE CURATOR DEPT.

Visitors to our nation's capital delight in catching a glimpse of America's wrinkled national symbol. No antbrain, not Strom Thurmond! The California Raisins! Those dancing purple fruits are now strutting their stuff in the Smithsonian, next to the Apollo moon

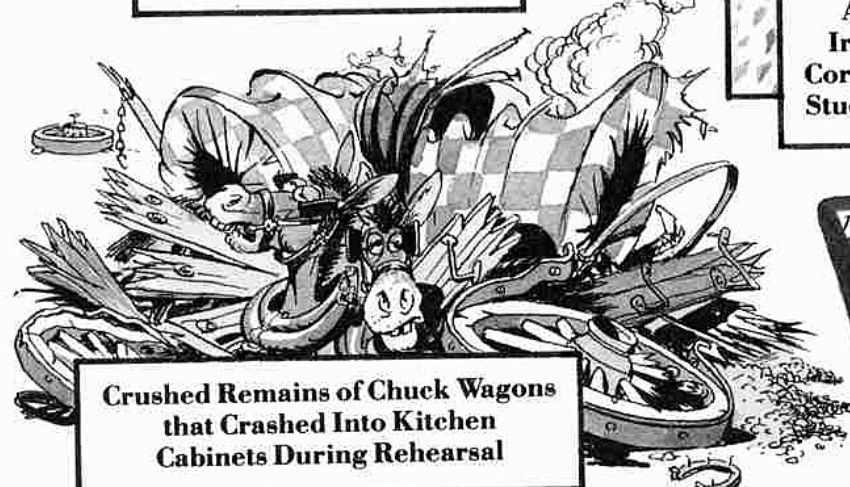
When The Smithsonian O



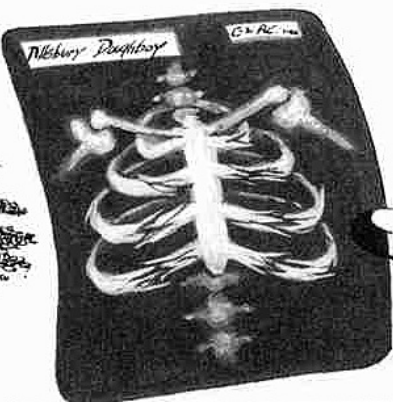
The Electrified Fence That Keeps All Fat, Ugly People Out Of Soda Commercials




Aerial Photo of the Irretrievable Rotting Corpse of Mickey Mouse, Stuck Atop Epcot Center



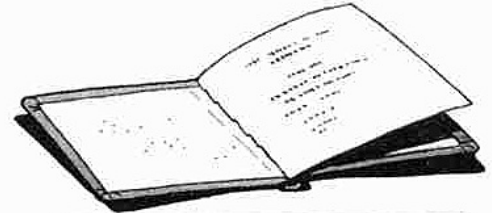
Crushed Remains of Chuck Wagons that Crashed Into Kitchen Cabinets During Rehearsal



X-rays of the Pillsbury Dough Boy's Fractured Rib Cage From Being Poked in the Stomach for 20 Years



The Body of Colonel Sanders (Preserved with 11 Herbs and Spices)



A Copy of the "Not-So-Close Rhyming Dictionary" Used by the Copywriter Who Coined the Not-So-Catchy "Leggo My Eggo!"

capsule and the Spirit of St. Louis, as an "example of pop culture." That's right, we are now the only nation on the face of the planet with clay raisins on display in a national museum! And we can only imagine what other crapola they'll put in there...

opens An Advertising Wing

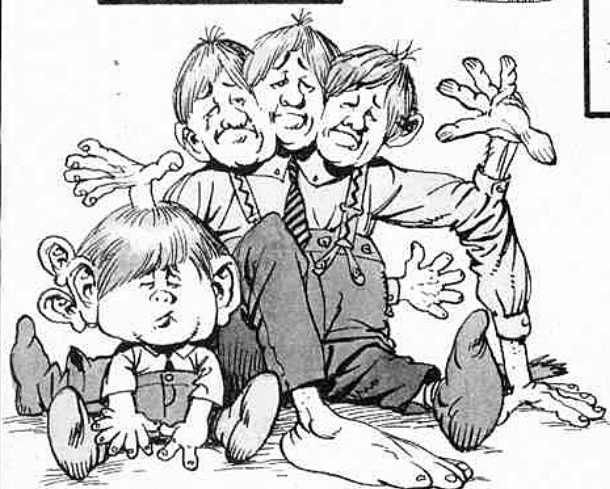
ARTIST: GEORGE WOODBRIDGE WRITER: DESMOND DEVLIN



**Yellow Phlegm
Coughed Up
by Joe Camel**



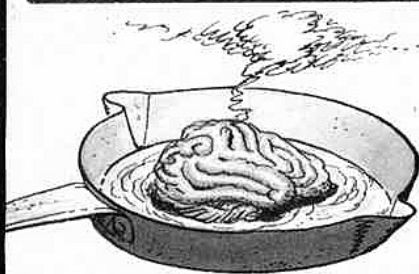
**First Auto Wreck
Caused By Drivers
Passing Grey Poupon
In Moving Traffic**



**Mutant Corpses of
the Father and Son
featured in the "Nuclear
Energy is Safe" Commercials**



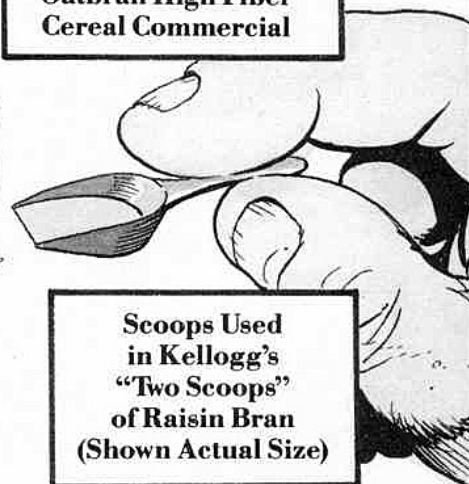
**Rare Photo of Wilford
Brimley Taken After
32 Takes of Quaker
Oatbran High Fiber
Cereal Commercial**



**The Brain of the Guy
Who Wrote, "This Is
Your Brain—This Is
Your Brain On Drugs."**



**Alba Broccolini, the Only
Girl in Earth's History
to Actually Ask Her
Mother If She Douches**



**Scoops Used
in Kellogg's
"Two Scoops"
of Raisin Bran
(Shown Actual Size)**

Getting stuck sitting in the middle of the back seat of a car, so your feet are on that hump and your knees are touching your chin... **Sucks!**

A MAD LOOK AT



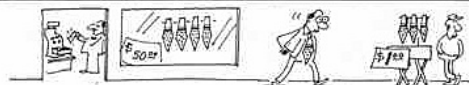
GAMBLING



ARTIST AND WRITER: SERGIO ARAGONES



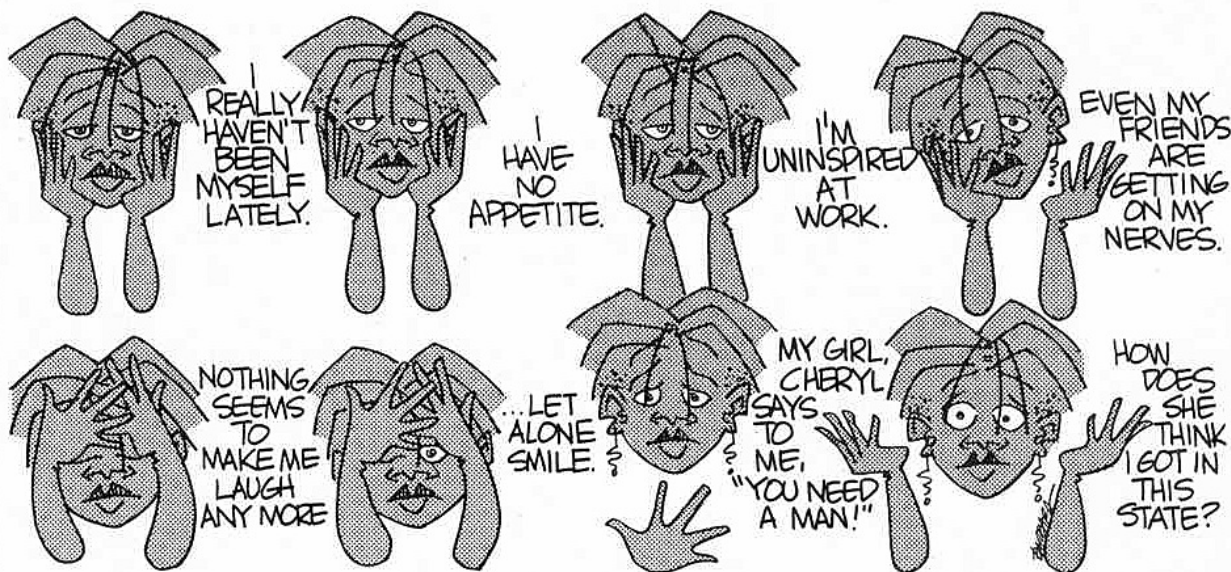
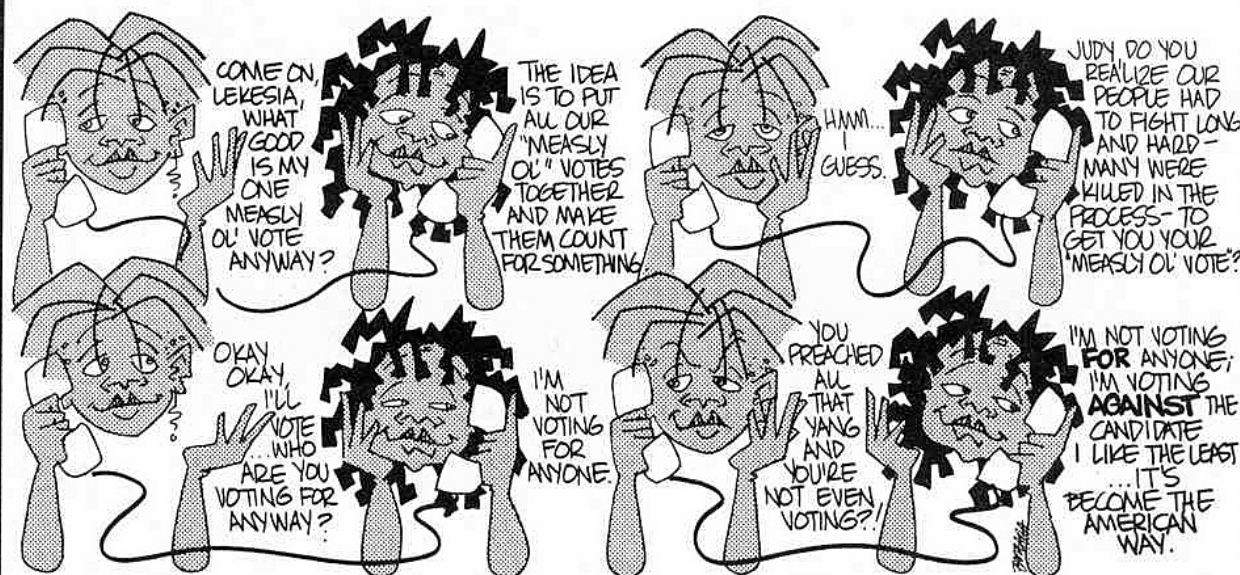




WHERE I'M COMING FROM

Selected Strips From the New Book by...

BARBARA BRANDON





FOLKS ON
THE JOB
ARE A
TRIP.



ONE CO-WORKER
-WHO I HAPPEN
TO LIKE-
ACTUALLY
THOUGHT SHE
WAS GIVING ME
A COMPLIMENT
WHEN SHE
SAID,



"YOU KNOW
LEKESSIA,
WHEN I'M
WITH YOU I
HARDLY NOTICE
YOU'RE
BLACK."



SO I
GAVE IT
TO HER
RIGHT
BACK...



I SAID "YOU
KNOW SUE,
I GUESS
WE'RE
EVEN BECAUSE
WHEN I'M
WITH YOU..."



I HARDLY
EVEN
NOTICE
YOUR
IGNORANCE."



WHAT'S
THE
MATTER
WITH
YOU,
JUDY?



I'M SICK
OF MY
LOOK.
I HATE
MY HAIR.
I HATE
MY FACE.
I HATE
MY WEIGHT.



STOP IT
RIGHT NOW!
WHY ARE
WOMEN
ALWAYS
BERATING
THEMSELVES
FOR NOT LOOKING
LIKE MODELS?



I DON'T
KNOW.



WE HAVE
TO STOP
ALLOWING
THESE
FAKE IDEALS
OF BEAUTY TO
UNDERMINE
OUR PEACE.

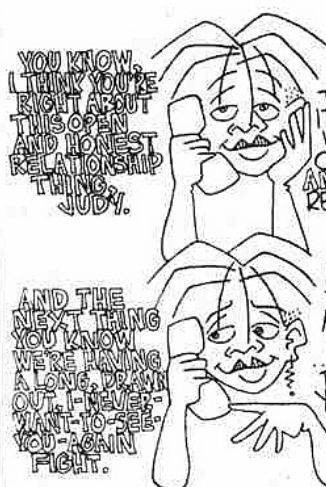


Sigh...

WHAT'S THE
MATTER
NOW?
I WAS
TRYING
TO CHEER
YOU UP.



NOW
I
HATE
MYSELF
FOR
HATING
MYSELF.



YOU KNOW,
I THINK YOU'RE
RIGHT ABOUT
THIS OPEN
AND HONEST
RELATIONSHIP
THING,
JUDY.



I KNOW,
TYRONE.
IT'S THE ONLY
WAY I CAN
CONTINUE IN
ANY OF MY
RELATIONSHIPS.



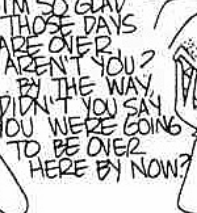
I CAN
REMEMBER
A TIME - NOT
SO LONG AGO -
WHEN I FELT I
HAD TO MAKE
UP STORIES
WHEN I WAS LATE
OR COULDN'T
COME BY.



SEE
NOW THAT
NEVER
WORKED
DID IT?
I'D
ALWAYS
FIND OUT
AND -



AND THE
NEXT THING
YOU KNOW
WE'RE HAVING
A LONG DRAWN
OUT I-NEVER-
WANT-TO-SEE-
YOU-AGAIN
FIGHT.



I'M SO GLAD
THOSE DAYS
ARE OVER.
AREN'T YOU?
BY THE WAY,
DIDN'T YOU SAY
YOU WERE GOING
TO BE OVER
HERE BY NOW?



YES, BUT
REMEMBER
MY OLD
GIRLFRIEND,
CHARLOTTE?
WELL, SHE KEPT
ME ON THE PHONE
THE PAST HOUR
TELLING ME ABOUT
HER NEW JOB...



I HATE
IT WHEN
HE TELLS
THE
TRUTH.

I WANT WHATEVER
MAKES YOU
HAPPY, LYDIA.
BUT IF YOU
DECIDE TO
HAVE THIS
BABY,
UNDERSTAND
I'M NOT
PREPARED TO
MARRY YOU.

WE'VE ALWAYS HAD
A HONEST
RELATIONSHIP.
I KNOW YOU
ARE NOT THE
MARRYING
KIND... AND
YOU KNOW I
WANT TO BE A MOM.

YOU REALIZE
I'VE ALREADY
ACCEPTED
THAT TRANS-
FER.
I'LL BE
FAR AWAY
WHEN THE
BABY IS BORN.

I UNDER-
STAND
THAT.
YOU'VE
GOT TO
DO WHAT
YOU'VE
GOT TO DO.

I JUST
HOPE YOU
KNOW WHAT
YOU'RE
DOING,
BABE. IT
WON'T BE
EASY.

I KNOW IT
WON'T, BUT
I'M UP FOR
IT. JUST
COME ON
BACK AND
SEE US IF
YOU CAN.

JUST PROMISE
ME ONE
THING,
MAKE SURE
YOU CALL
ME IF IT'S A
BOY.

MY BOSS OVERHEARD
ME SAYING TO A
CO-WORKER "I CAN'T
BEAR THE NEWS THESE
DAYS. I FEEL SO HELPLESS
WATCHING PEOPLE
STARVE TO DEATH ON
MY TELEVISION."

SO HE CHAIMES
IN WITH,
"NEITHER
CAN I!"
THE HORROR!
IT'S AN
ATROCITY!"

I SAY - AGAIN TO
MY FRIEND -
"I'M AFRAID
IT'S ANOTHER
CASE OF
TOO LITTLE
TOO LATE."

INSISTING ON
JOINING IN OUR
CONVERSATION,
HE SAYS, "HOW
TRUE! I FEEL
LIKE I'M RELIVING
WWII. YUGOSLAVIA
REMINDS ME OF -"

I SAID, "IF YOU
WERE A PART OF
THIS CONVERSATION
YOU WOULD KNOW
THAT WE WERE
TALKING ABOUT
SOMALIA - NOT
BOSNIA - ANOTHER
WORLD TRAGEDY."

HOLDING TRUE TO
FORM, MY IDIOT
BOSS SAYS,
"COME ON,
STARVATION IS
ACCEPTED IN
AFRICA."

WAAAAA
I KNOW I'M THE
ONE WHO CHOSE
TO BE A SINGLE
MOM, BUT
SOMETIMES
THE PRESSURE
SEEMS MORE
THAN I CAN
BEAR.

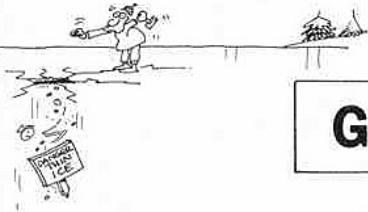
WAAAAA
FIVE MINUTES OF
QUIET IS ALL
THAT I WANT.
FIVE MINUTES!
IS THAT
TOO MUCH
TO ASK?!

ARETHA! ARETHA!
ARE YOU ALL RIGHT?
WAKE UP!
WAKE UP!

OPPORTUNITIES KNOCKED DEPT.

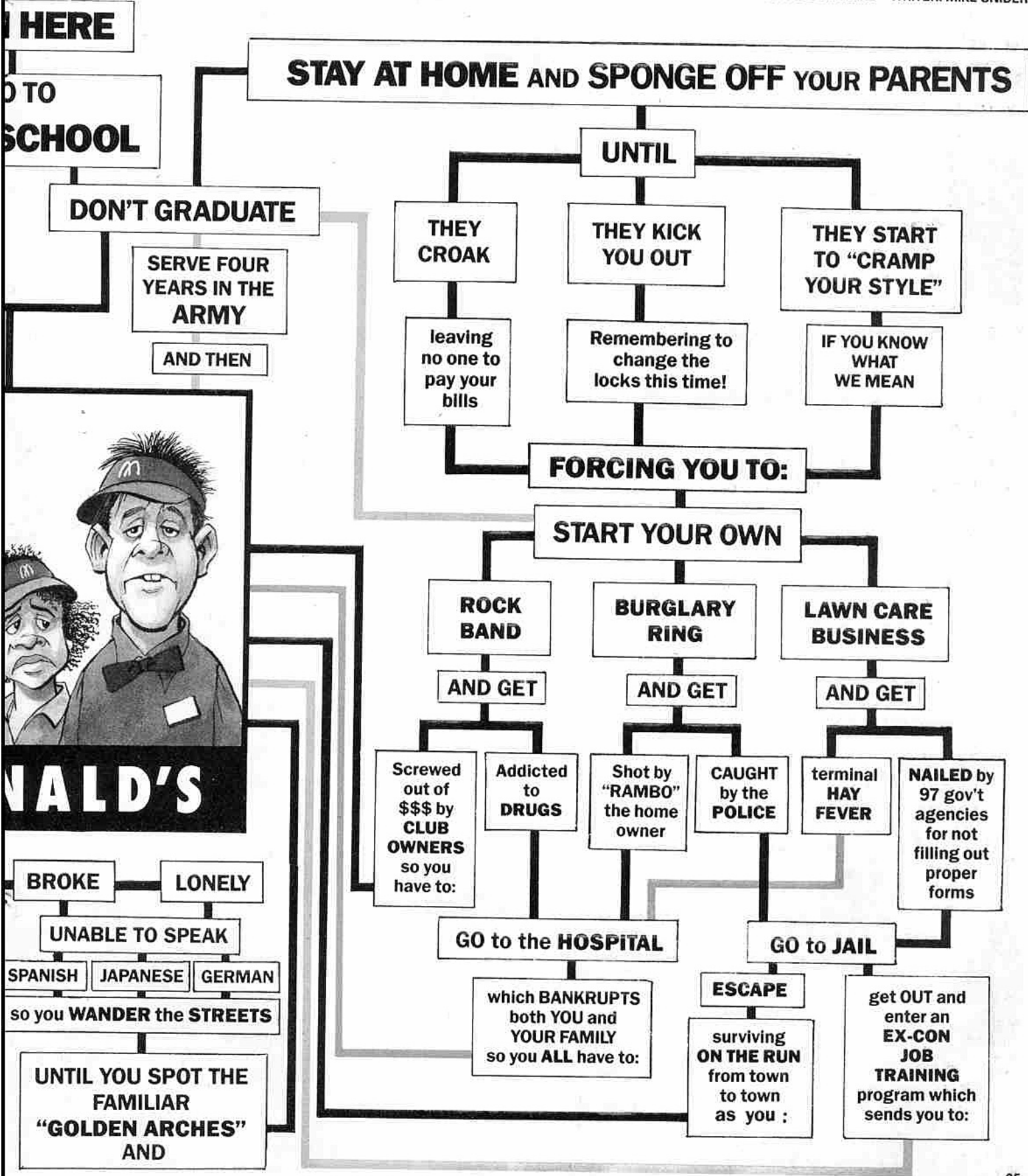
Things sure are different nowadays. It used to be that parents had high aspirations for their kids. They scrimped and saved to send their kids to college so that they would be assured a good job and a bright future. But that American dream is now dead. Given today's tough times we are now forced to adhere to...

THE NEW AMERICAN



DREAM CAREER PATH CHART

ARTIST: BOB CLARKE WRITER: MIKE SNIDER



If your current financial situation forces you to wait awhile before having a kid...IT'S A RECESSION



If your current financial situation forces you to wait awhile before feeding your kid...IT'S A DEPRESSION

If you can't afford to replace that broken-down refrigerator of yours...IT'S A RECESSION



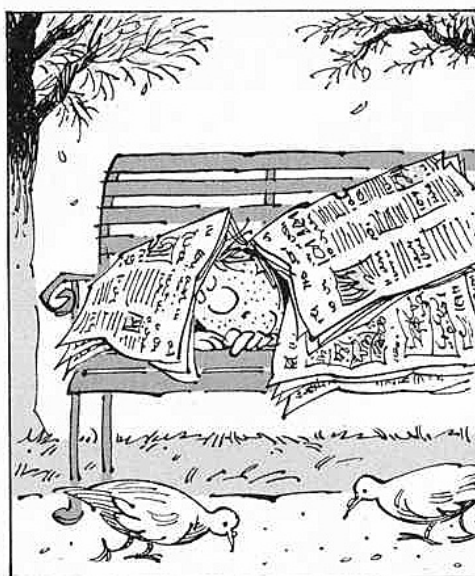
A PENNY CRAVED IS A PENNY YEARNED DEPT.

There's an old saying that goes, "A recession is when your neighbor loses his job—a depression is when you lose yours!" Well, since most MAD readers don't have jobs anyway, we thought we'd show you some other key signs that tell you...

It's a RE DE



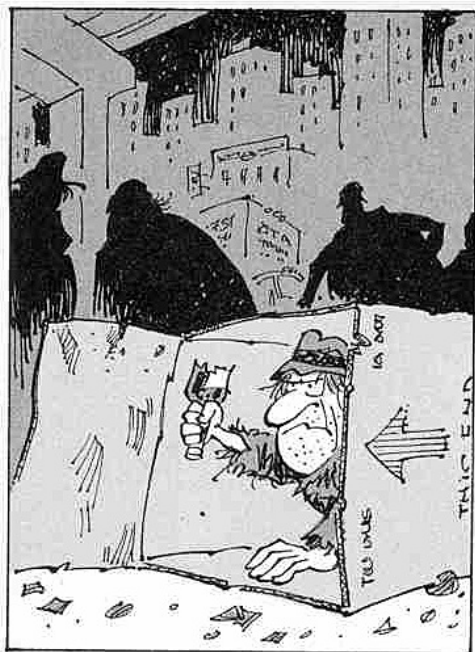
If you like Sundays because it gives you a break before you have to start the job hunt again...IT'S A RECESSION



If you like Sundays because the newspapers are the thickest and warmest that day...IT'S A DEPRESSION

If Ted Koppel hosts an economic summit in order to discuss the merits of Keynesian theory on the current crisis...IT'S A RECESSION





*If you're fighting other
vagrants over the box it
came in... IT'S A DEPRESSION*

*If a .255, 14-homer
hitter signs a 5-year,
36-million-dollar
contract... IT'S A RECESSION*



*If the same player signs
the same contract—but
the fifth year isn't
guaranteed... IT'S A DEPRESSION*

CESSION... PRESSION...

ARTIST: PAUL COKER WRITER: DESMOND DEVLIN



*If Ted Koppel wipes
a greasy rag across
your windshield...
IT'S A DEPRESSION*

*If the biggest business
deal you pulled off in
the last year was just
one-fourth of what it was
in 1988... IT'S A RECESSION*



*If your biggest deal in
the past year was trading
Ventnor Avenue and the
Water Works for Park
Place... IT'S A DEPRESSION*

**If you're supplementing your diet by clipping coupons...
IT'S A RECESSION**



**If you're supplementing your diet by eating coupons...
IT'S A DEPRESSION**

**If you have to move back in with your parents...
IT'S A RECESSION**



**If mom's in the front seat, dad's in the back seat, and you get the trunk...
IT'S A DEPRESSION**

**If the tellers down at the savings bank don't even recognize you anymore...
IT'S A RECESSION**



**If the gang down at the blood bank gives you high fives and your "usual table"...
IT'S A DEPRESSION**

**If you can't eat out as often as you used to...
IT'S A RECESSION**



**If you eat out much more often than you used to—only out of dumpsters...
IT'S A DEPRESSION**



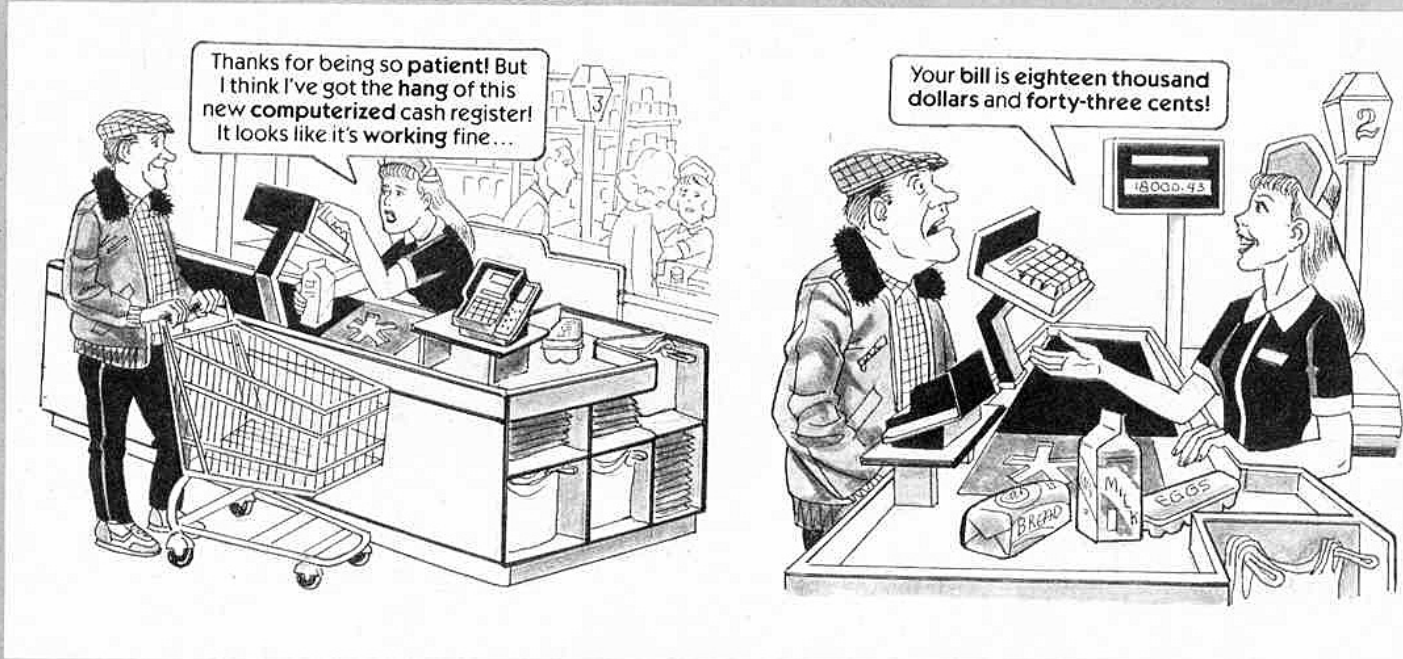
BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

ARTIST AND WRITER: DAVE BERG



MODERN TECHNOLOGY



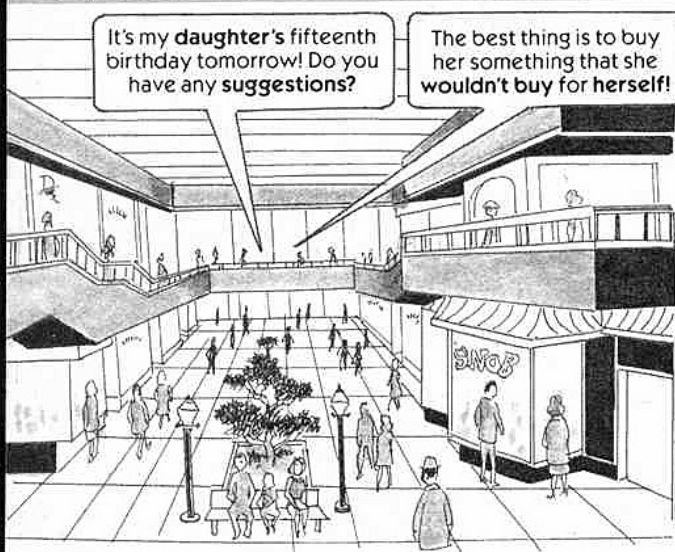
RECOMMENDATIONS



Overly affectionate sweaty people... Suck!



GIFTS



SUPERSTITION



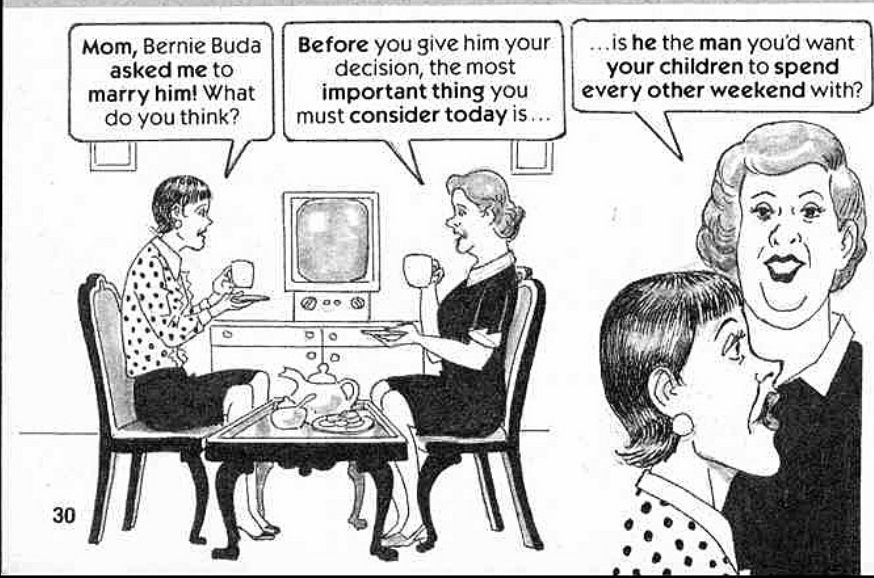
SUMMER VACATION



FASHION



PLANNING AHEAD



DIFFERENCES



Lookers—people who carefully examine their Kleenex after blowing their nose into it... **Sucks!**

IN-LAWS



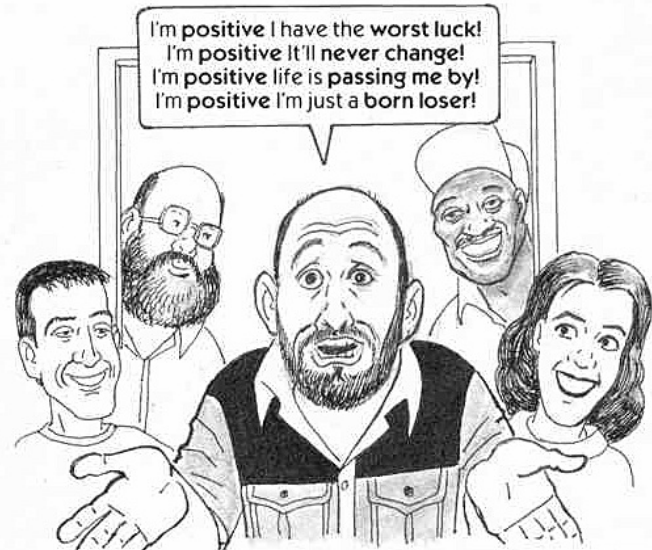
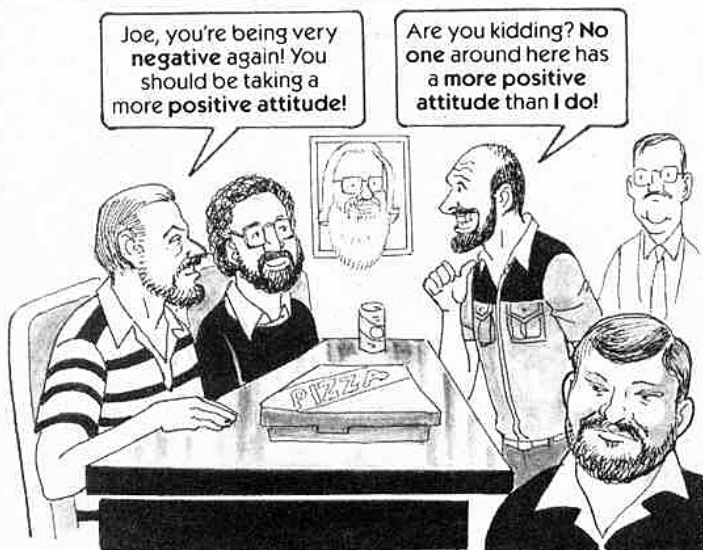
EGO



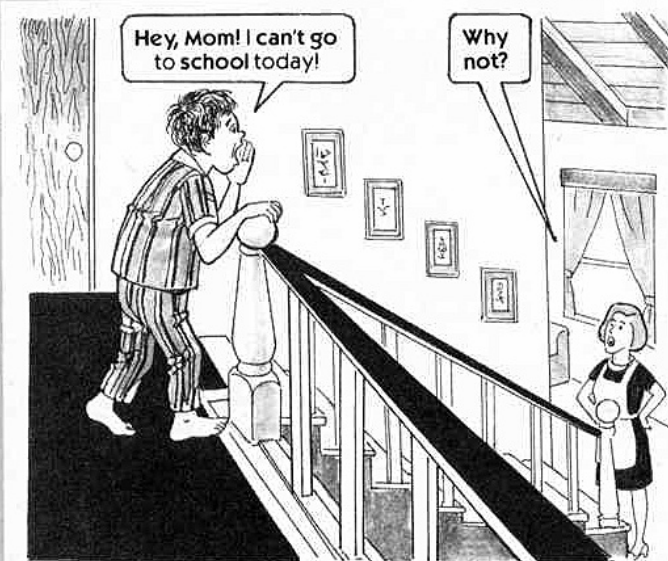
CRIME



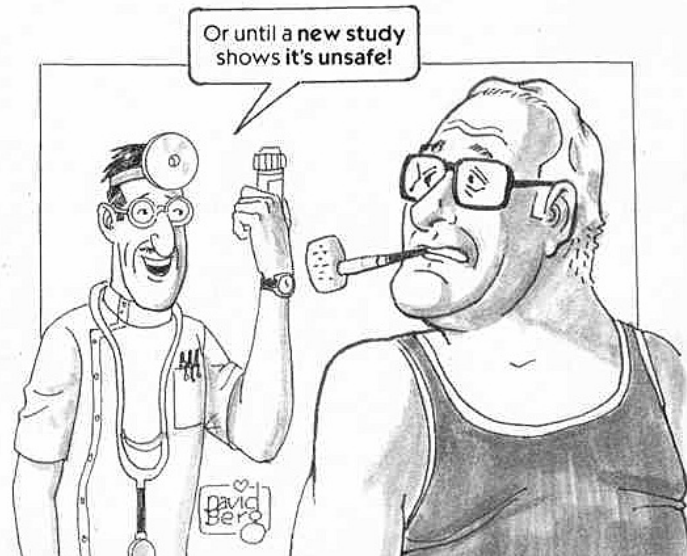
THE OFFICE

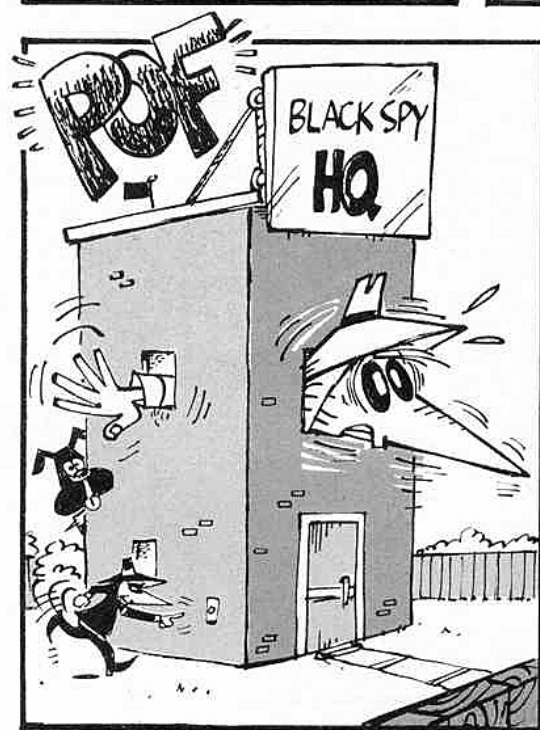
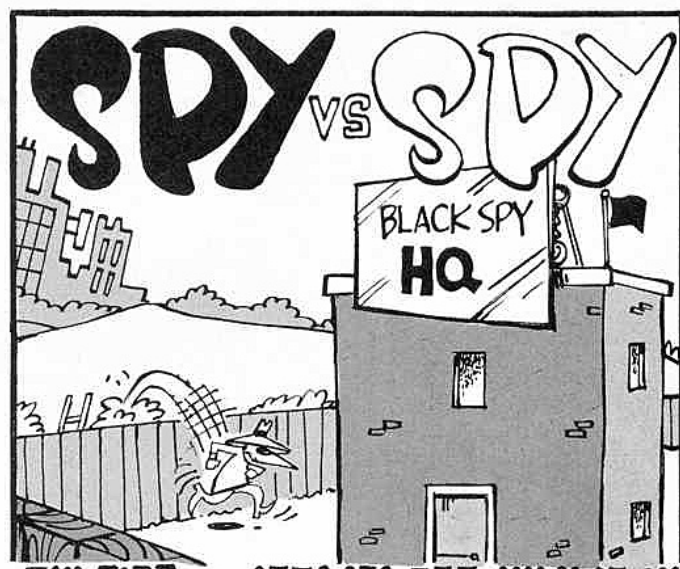


EXCUSES



DOCTORS





People who insist upon having a conversation with you while you're in the bathroom stall... Suck!



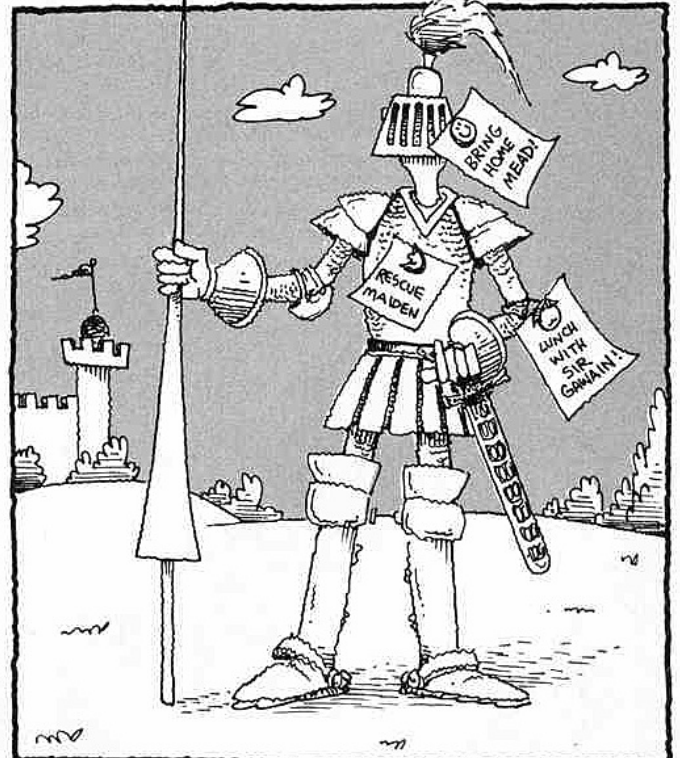
WHAT
IF

TECHNOLOGY

What if Moses
had a Fax Machine!



What if Alexander Graham
Bell had Call Waiting!

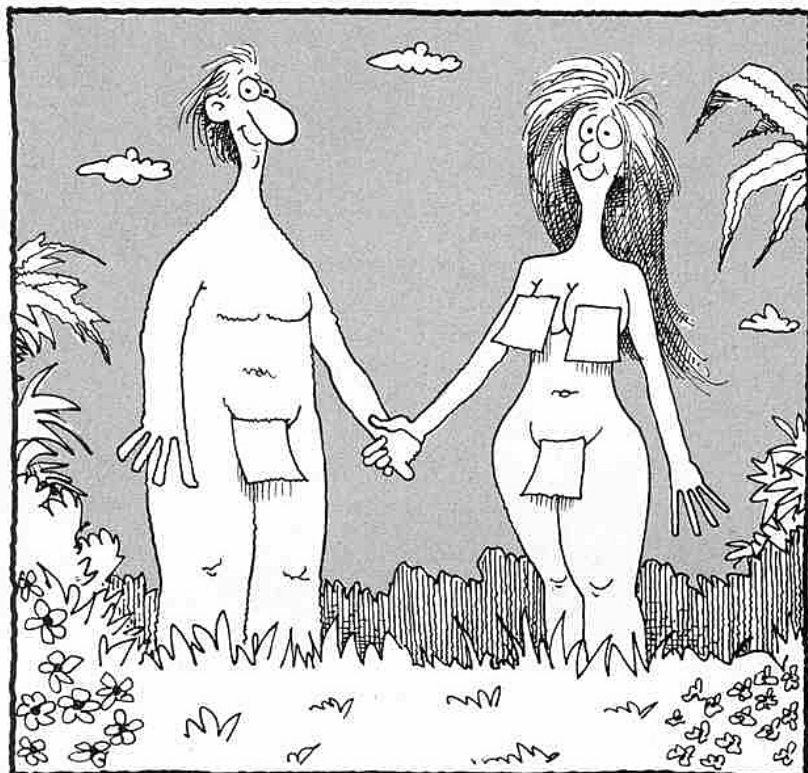


What if Medieval Knights
had Refrigerator Magnets!

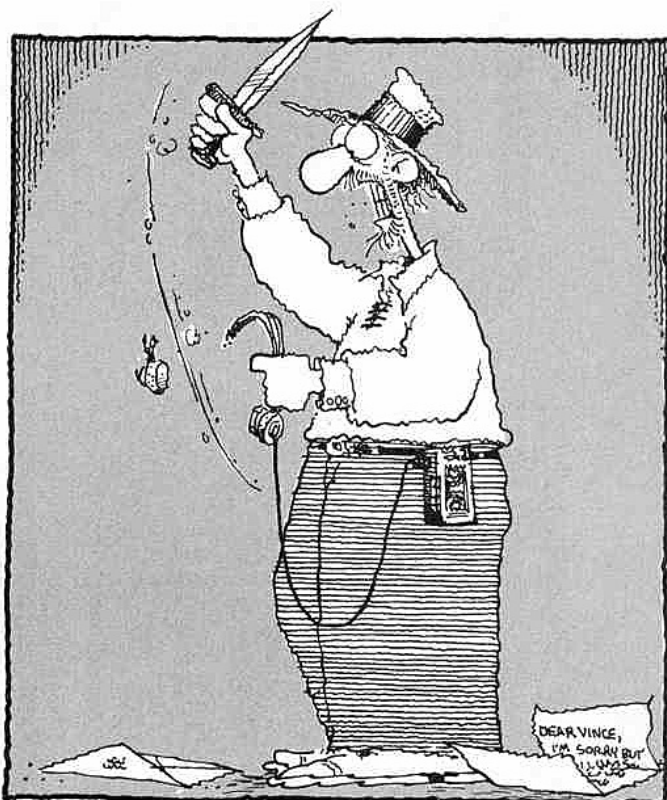
INVADED

HISTORY???

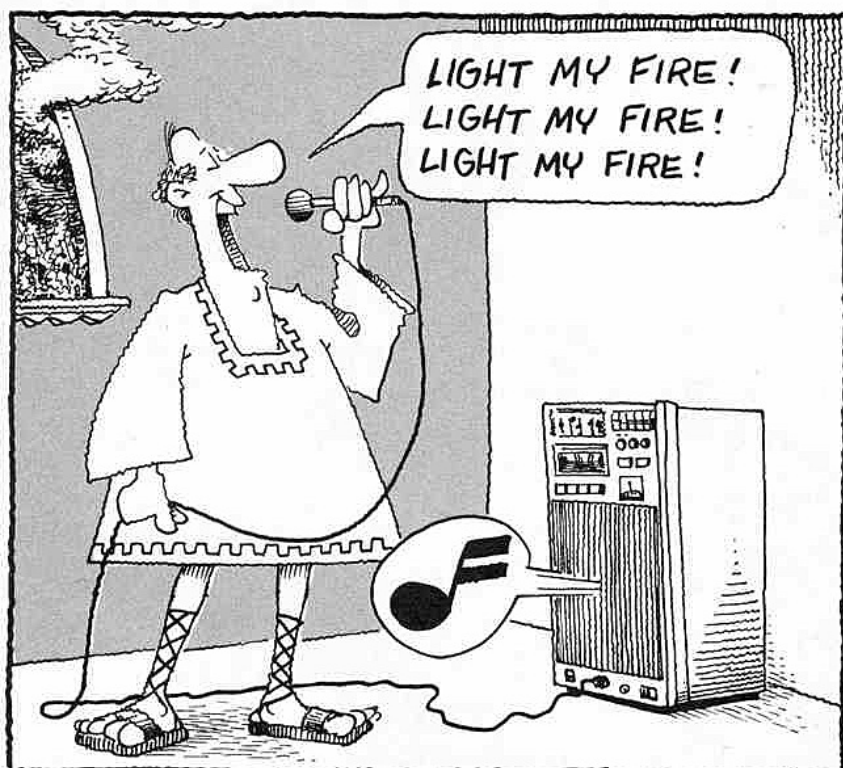
ARTIST AND WRITER: JOHN CALDWELL



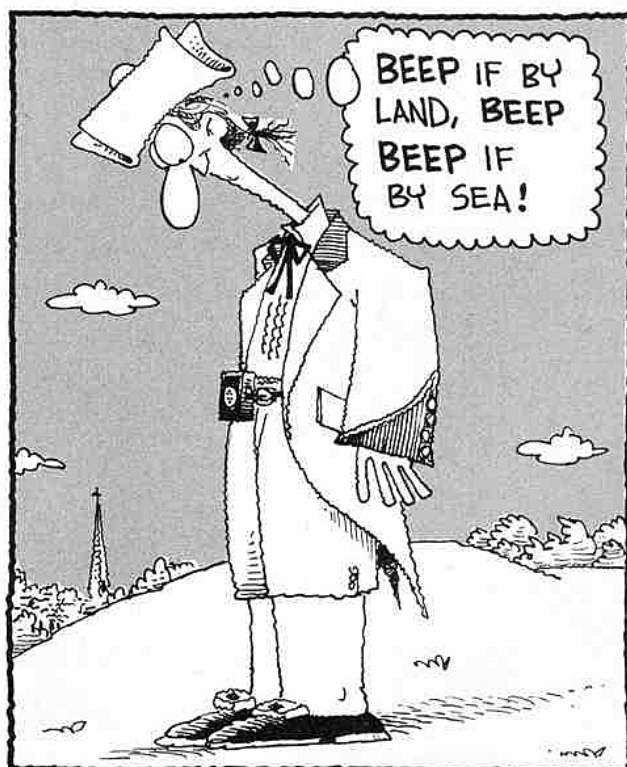
What if Adam and Eve
had Post-It Notes!



What if Vincent Van
Gogh had a Walkman!



What if Nero had
a Karaoke Machine!



What if Paul
Revere had a Pager!

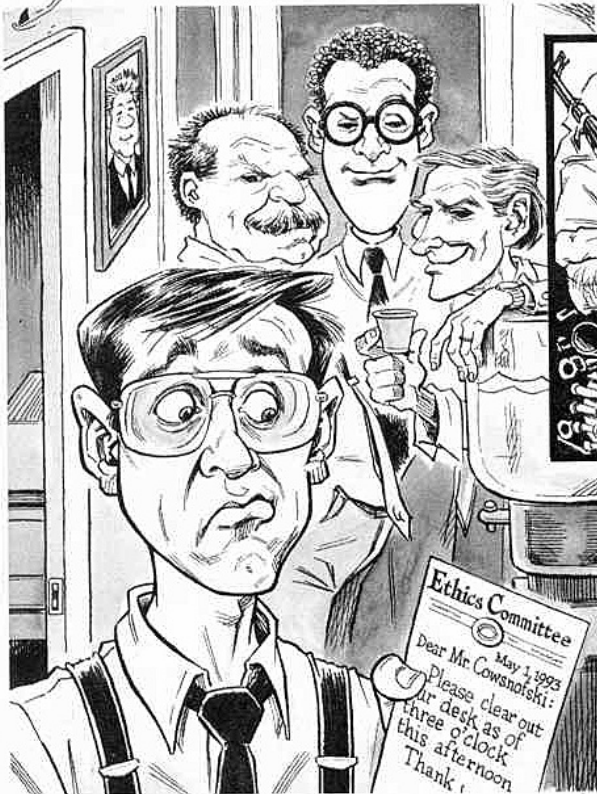
People who answer their call waiting,
and forget they are talking to you... **Suck!**

ADHERE TODAY, GONE TOMORROW DEPT.

Society tells us that if we "play by the rules" we will always get ahead in life. Well, we've been playing by the rules and we haven't gotten *anywhere* for our troubles! It's the people who *don't* "play by the rules" that seem to be getting ahead, while shmoees like us go nowhere! Is the only way to win the game of life to cheat? It kinda makes you wonder...

What Does it Say About Playing by the Rules When...

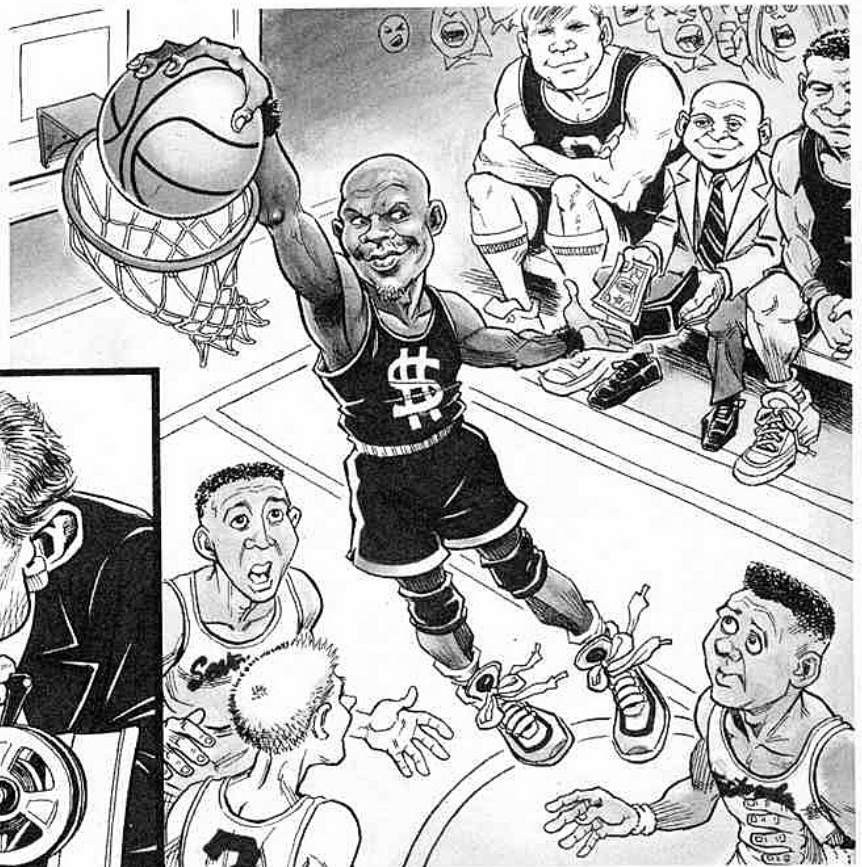
ARTIST: SAM VIVIANO WRITER: MIKE SNIDER



...the usual "reward" for someone who blows the whistle on corruption in the government is being fired?!



...those Middle-Eastern hostage takers (and the "outlaw nations" that supported them) have now gotten most of what they originally demanded?!



...the college coaches who often practice "grade fixing" and illegal recruiting can almost always boast having teams with winning records?!



...America's current "National Hero" and "Elder Statesman" are two schmucks who barely escaped serving time in jail?!



...hoodlums who flunk a grade are promoted, just so the teacher can be rid of them?!



...supermarket tabloids make tons of money telling lies while papers that practice responsible reporting are going bankrupt?!



...people who dutifully pay for car insurance also wind up paying for damages caused by deadbeats who don't?!



...a tennis player who curses, screams, and even spits at officials gets paid big bucks for commercial endorsements because he's a "highly visible" player?!



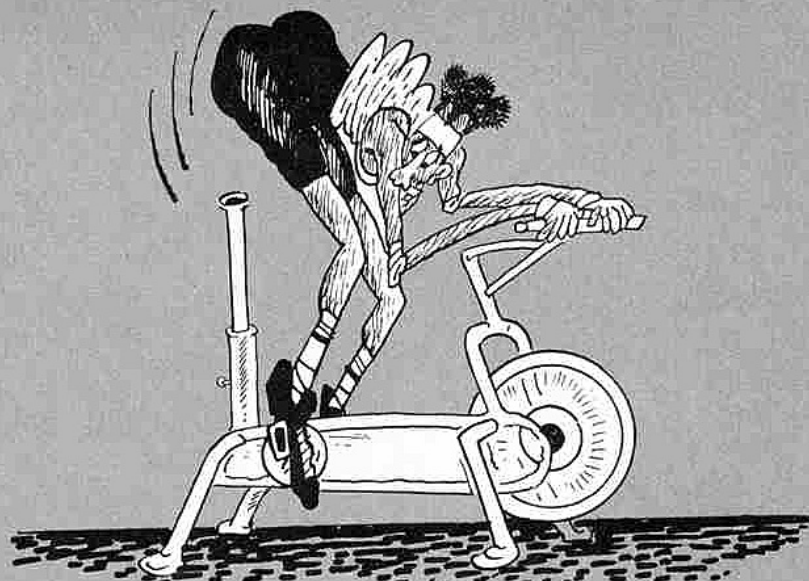
...the only Miss America in the last 25 years to get anywhere in Show Biz is the one who posed starkers in Penthouse?!



...jerks who smuggle every piece of luggage they own onto the plane as "carry on" usually get away with it?!



Exercising With A Hibachi Stepmaster



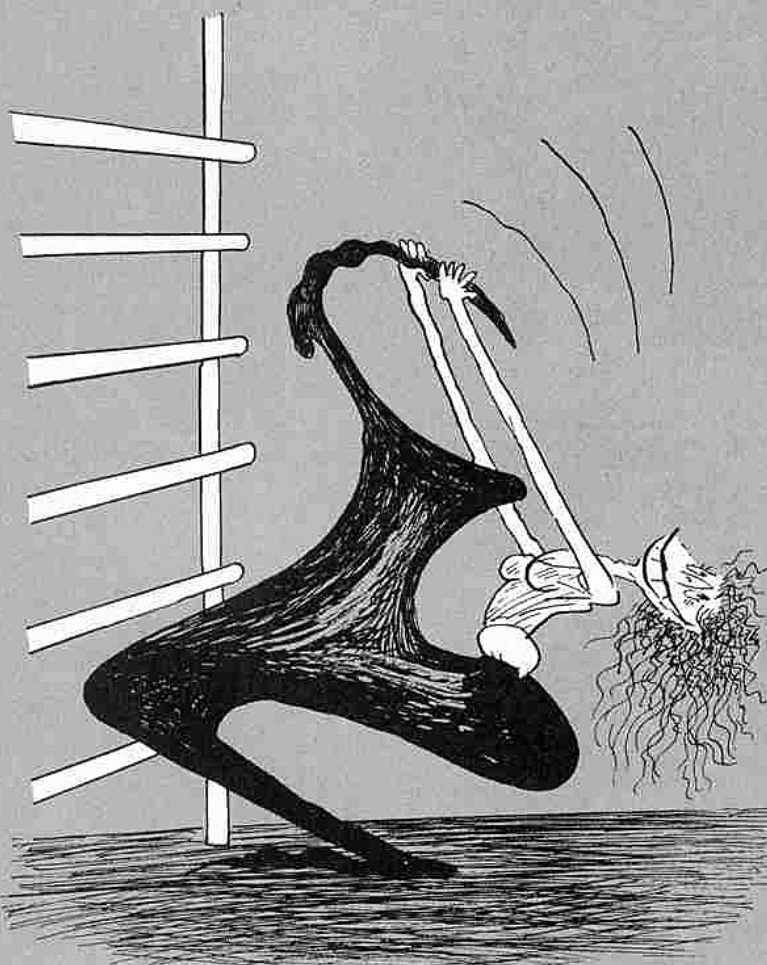
Exercycling Minus A Saddle

PAIN'S WORLD DEPT.

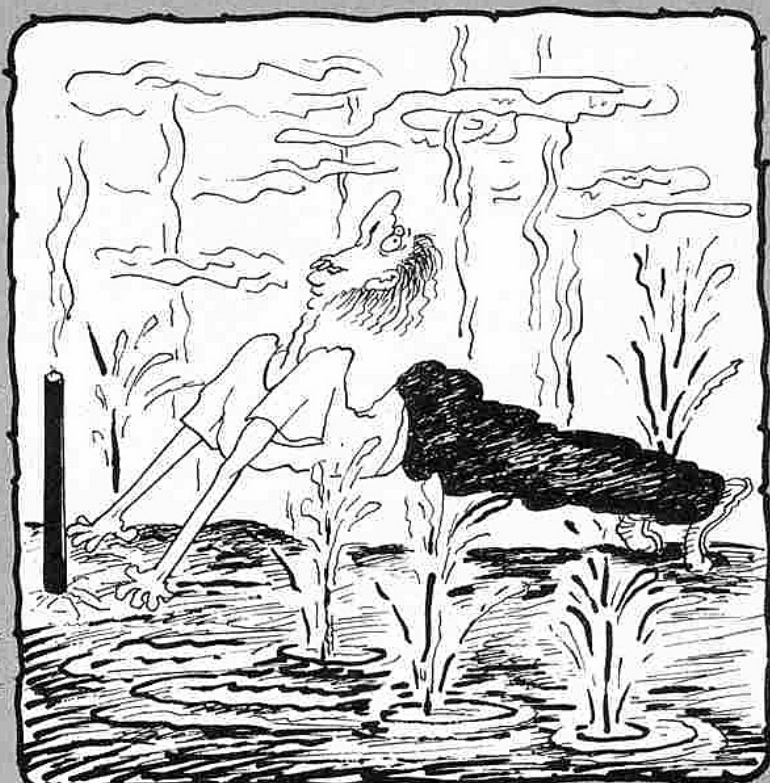
The famous slogan in physical fitness is, "No pain, no gain." Similarly, a masochist is one who derives a twisted, perverse pleasure in their own suffering. It stands to reason

THE MASOCHIST

ARTIST AND WRITER:



Stretch Exercising In Baggy Pantyhose



Doing Pushups Over A Busted Septic Tank



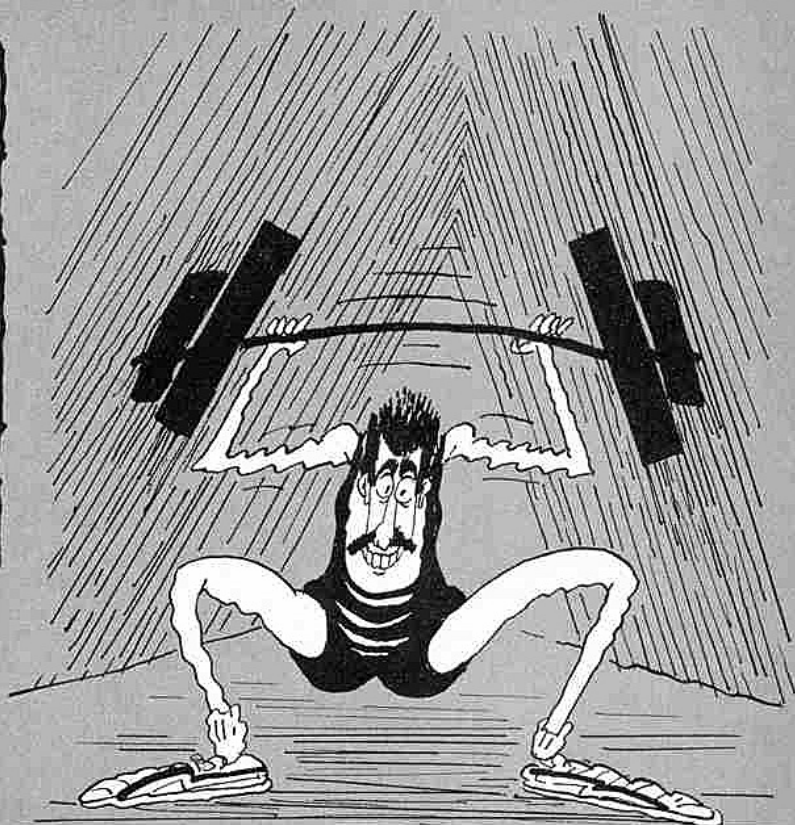
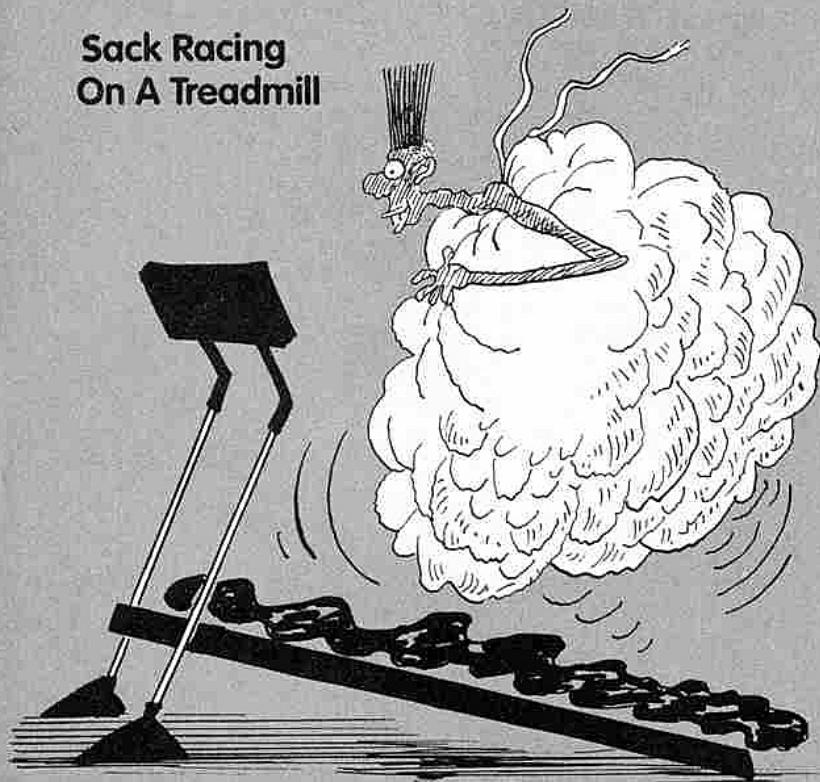
Jogging In Wet Cement

then that these depraved individuals will sooner or later turn to exercise as a means of getting their kinky jollies! And there are no exercises more pain inducing than the ones found in...

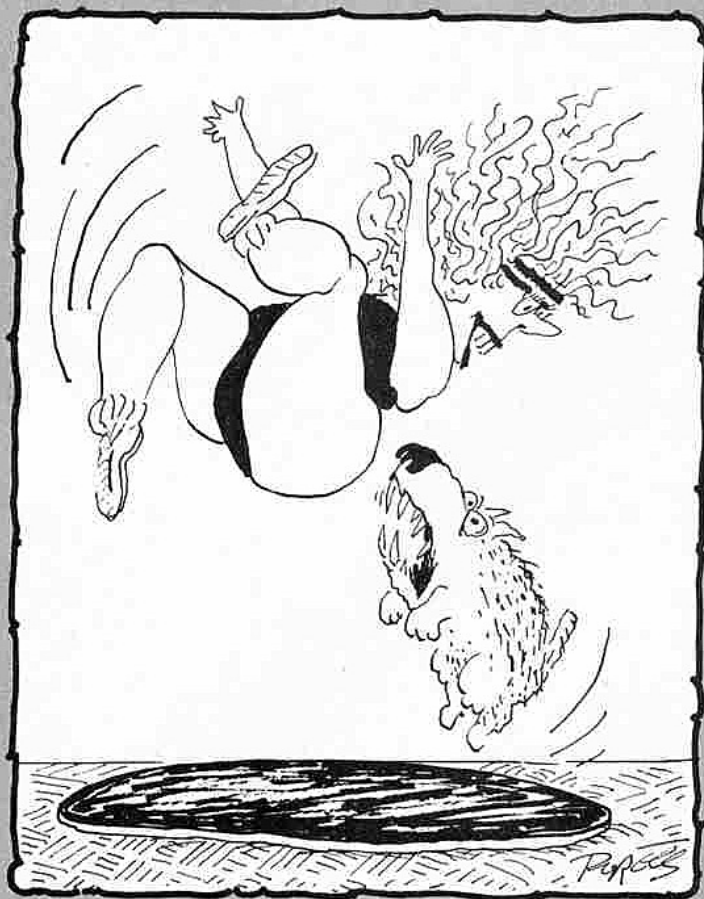
ST'S WORKOUT

PAUL PETER PORGES

**Sack Racing
On A Treadmill**



Pumping Iron In An "A" Frame Attic



**Aerobic Dancing With A
Temperamental Pitbull**



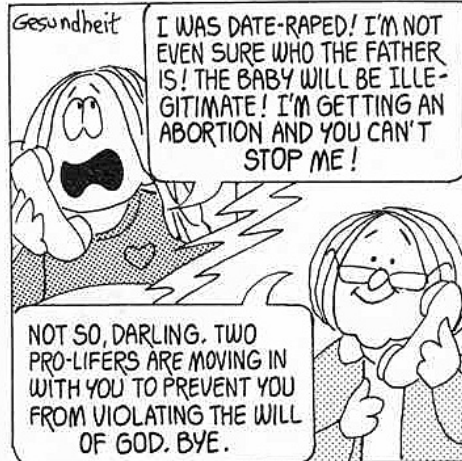
STRIPS TEASED DEPT.

It's a mean tough world out there, but you wouldn't know it reading the daily comics! Well, enough is enough, and MAD thinks it's time

WHEN TODAY'S CONT TOTALLY INVA

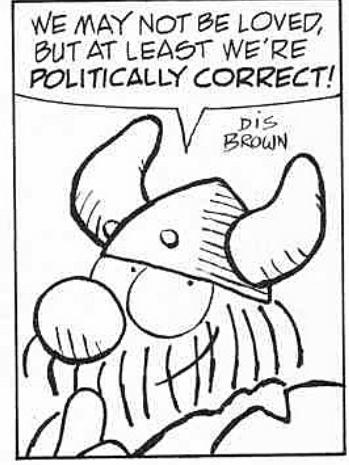
CATHY

By Cathy Gesundheit



HAGAR THE HORRIBLE

By DIS BROWN



BEETLE BAILEY

by mort skywalker



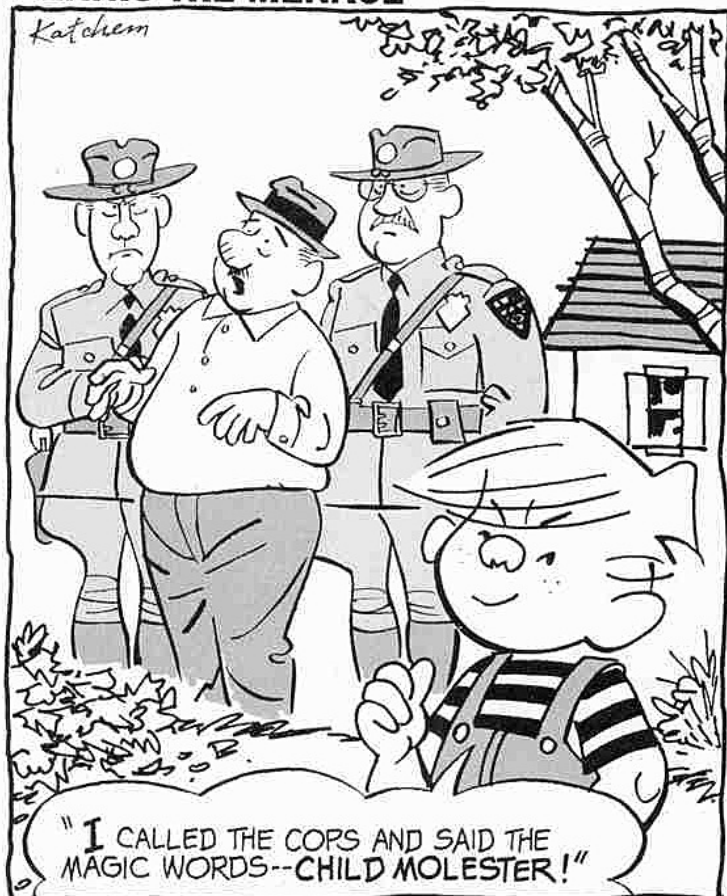
for Charlie Brown, Hagar and the others to exit the age of innocence and enter the age of reality! This said, let's see what we'd have...

When someone is talking to you, and a little drop of spit comes flyin' out of their mouth and lands right on your lip... Sucks!

PROVERSIAL ISSUES DE THE COMICS

ARTIST: ANGELO TORRES
WRITER: FRANK JACOBS

DENNIS THE MENACE



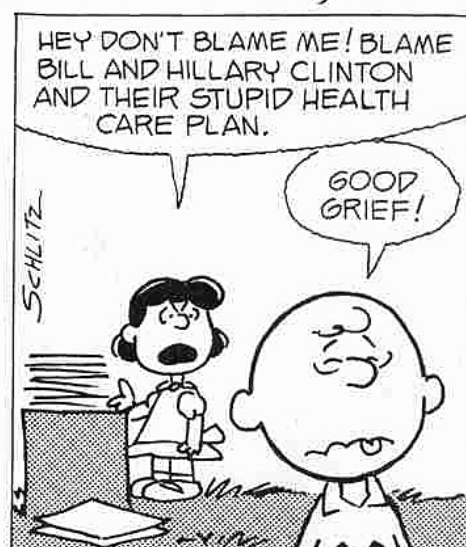
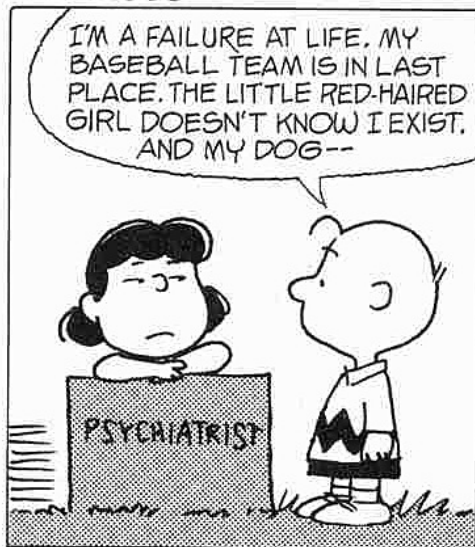
THE LOCKHORNS

By BILL HEIST



PEANUTS

By SCHLITZ



THE FAR SIDE

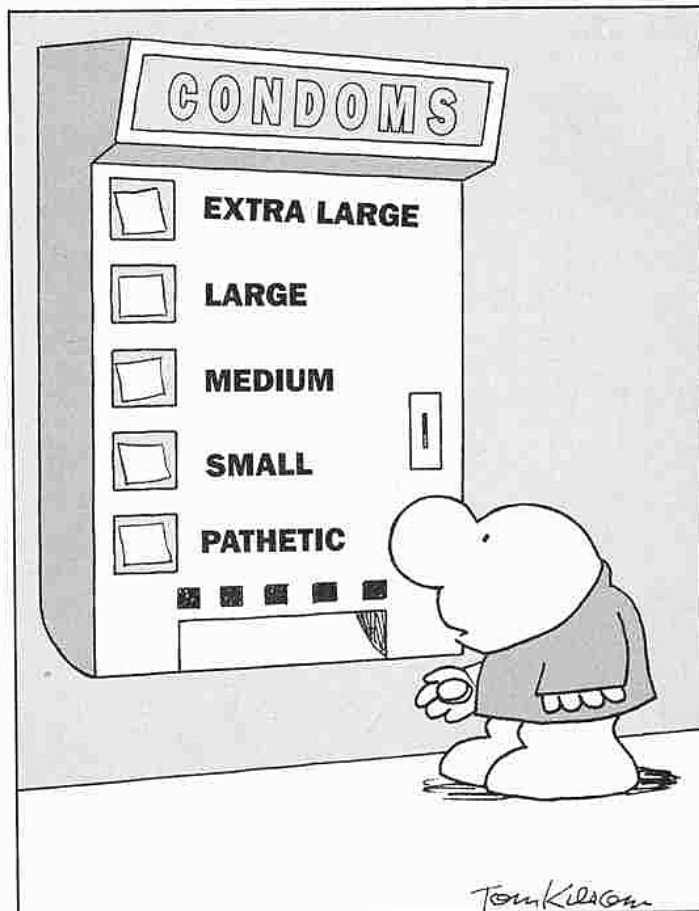
By Gary Larseny



L.A. wolf police.

ZIGGY

By TOM KILSUM



Tom Kilsum

WHERE'S WALDO?

By MARTIN BLANDFORD



A HIGH PRICE TOUPEE DEPT.

Burning the roof of your mouth so bad that a little piece of skin hangs down and flaps around for, like two days... **Sucks!**

In the old days, when you had an accident or personal tragedy, you called the police and within minutes cops, firemen and medical personnel were at your door to help you. But these days, everything is showbiz. Call for help and along with the cops come television producers with lights and cameras, ready to video your pain, misery and suffering in the name of prime time entertainment! Be forewarned. Next time disaster strikes you, you might easily find yourself in an even bigger disaster—the television show we call...

MISCUE 911

ARTIST: JACK DAVIS WRITER: DICK DEBARTOLO

Good evening! I'm William Shatter! The scenes you are about to see involve **real people!** No actors were used! This is because actors cost real money, and we can get real people for no money!

Everything's real except his toupee! **Man-o-man!** Talk about a cheap rug!

I've been in this hole longer re-creating this scene than when I was really trapped! I'm tired and hungry! Can't I please, please go home?

Hey, there are a million 911 stories each week! You're damn lucky we picked yours! So shut up!



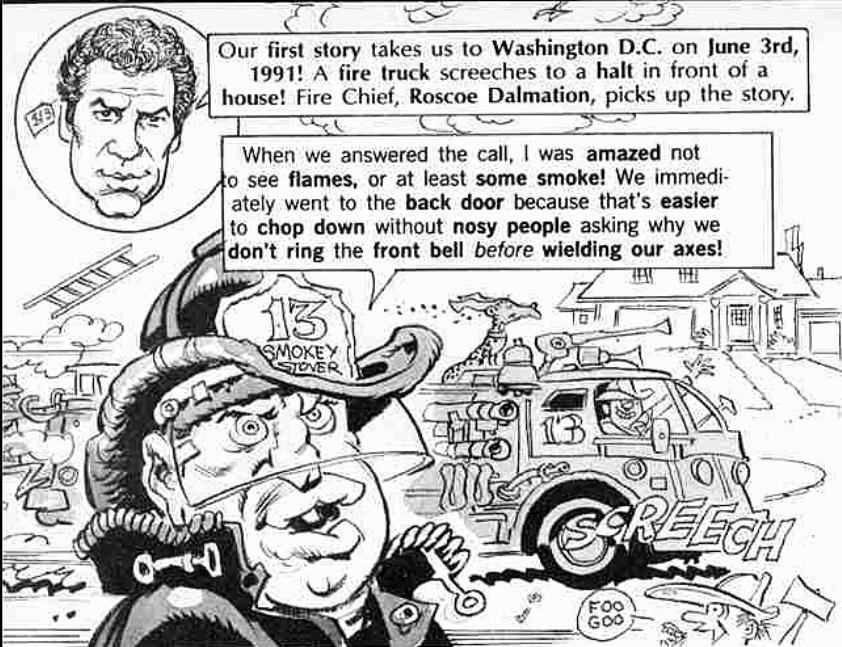
Although some real footage is used, to heighten the dramatic effect, we re-create, re-write, re-edit, make-up, add to, change, alter and fabricate additional "facts"!

Hang a little further over the ledge!

But I could be killed! Besides, this is where I actually landed when my safety belt broke during my real 911 emergency!

What a wuss! Prop department, see if you can get some bats to fly in his face while he's hanging on! This scene needs more zap!

Of course, the tense background music and dramatic "stings" you'll hear throughout this show were not present during the actual emergency—except for the time a tidal wave hit the Miami Philharmonic!



Our first story takes us to Washington D.C. on June 3rd, 1991! A fire truck screeches to a halt in front of a house! Fire Chief, Roscoe Dalmation, picks up the story.

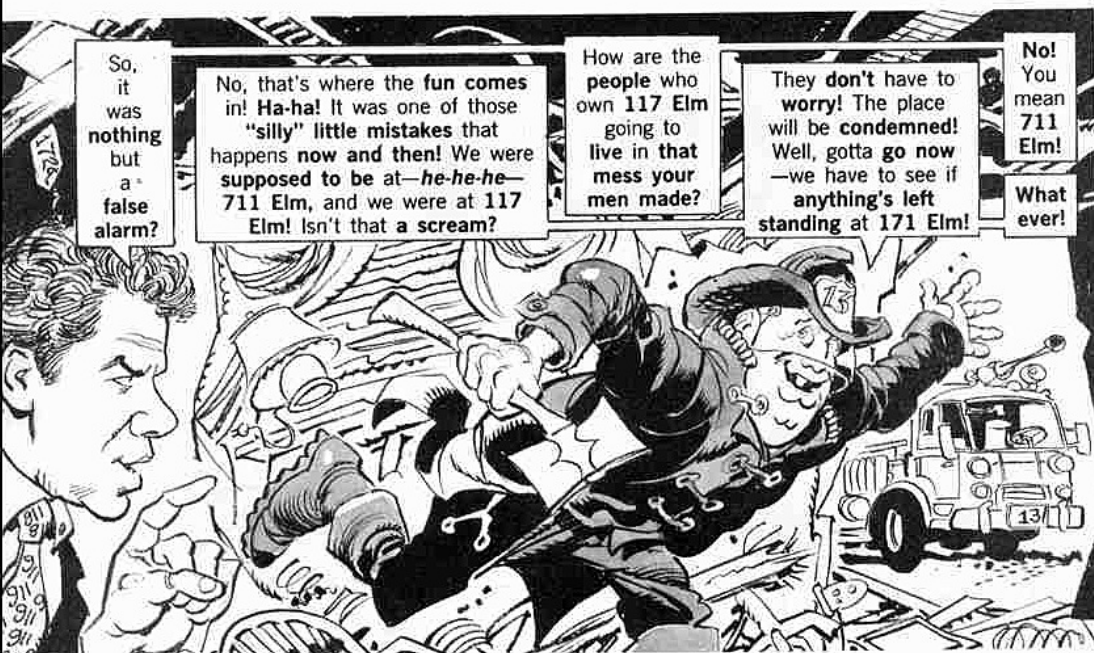
When we answered the call, I was amazed not to see flames, or at least some smoke! We immediately went to the back door because that's easier to chop down without nosy people asking why we don't ring the front bell before wielding our axes!



After we broke in, we still couldn't find any sign of fire or smoke! But fire can be tricky. It can travel BETWEEN rooms! So we chopped giant holes in the walls!

I notice you also ripped down the ceiling and tore up the floor! Did you do that because you were looking for fire?

No, we did that because we were real angry we couldn't find a fire in the walls!



So, it was nothing but a false alarm?

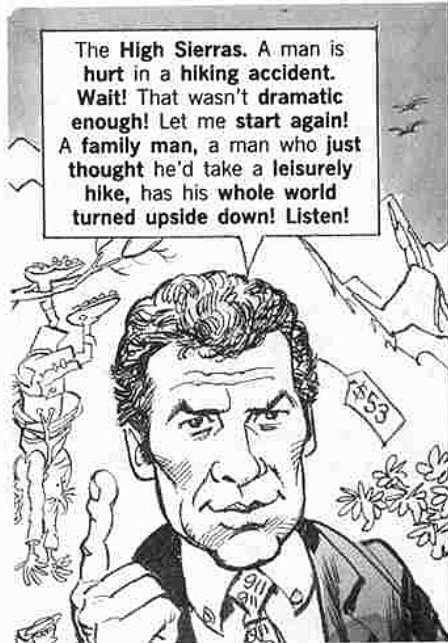
No, that's where the fun comes in! Ha-ha! It was one of those "silly" little mistakes that happens now and then! We were supposed to be at—he-he-he—711 Elm, and we were at 117 Elm! Isn't that a scream?

How are the people who own 117 Elm going to live in that mess your men made?

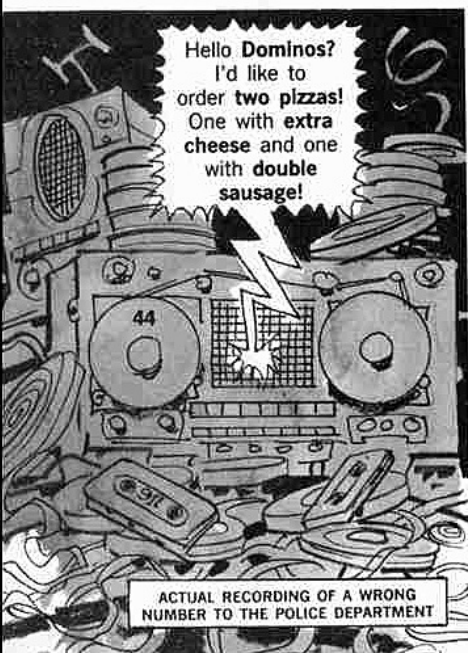
They don't have to worry! The place will be condemned! Well, gotta go now—we have to see if anything's left standing at 171 Elm!

No! You mean 711 Elm!

What ever!



The High Sierras. A man is hurt in a hiking accident. Wait! That wasn't dramatic enough! Let me start again! A family man, a man who just thought he'd take a leisurely hike, has his whole world turned upside down! Listen!



Hello Dominos? I'd like to order two pizzas! One with extra cheese and one with double sausage!

ACTUAL RECORDING OF A WRONG NUMBER TO THE POLICE DEPARTMENT

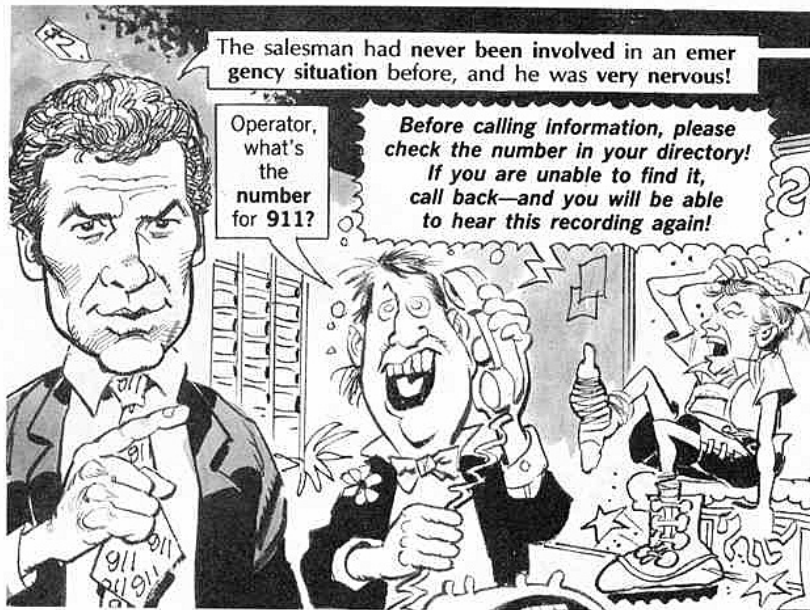
Now that we got that ever recurring scene of the tape machine out of the way, let's go back to the hiking story! Amazingly, the victim turns out to be DeFrosted Kelly, a man I've worked with many times in the past nine decades! Let's beam down to DeFrosted as he picks up the story!

I was in the initial stages of my hike to the top of Montgomery Cliff! Suddenly, I heard this terrible crunching sound! It was my ankle! I had broken it!

How far up the cliff were you?

Not very! I was still in the shoe store! The boots I was buying were tight and the salesman pushed too hard! He broke my ankle! I'm not the man I used to be! Yesterday I snapped a vertebra in my neck while nodding!





The salesman had never been involved in an emergency situation before, and he was very nervous!

Operator, what's the number for 911?

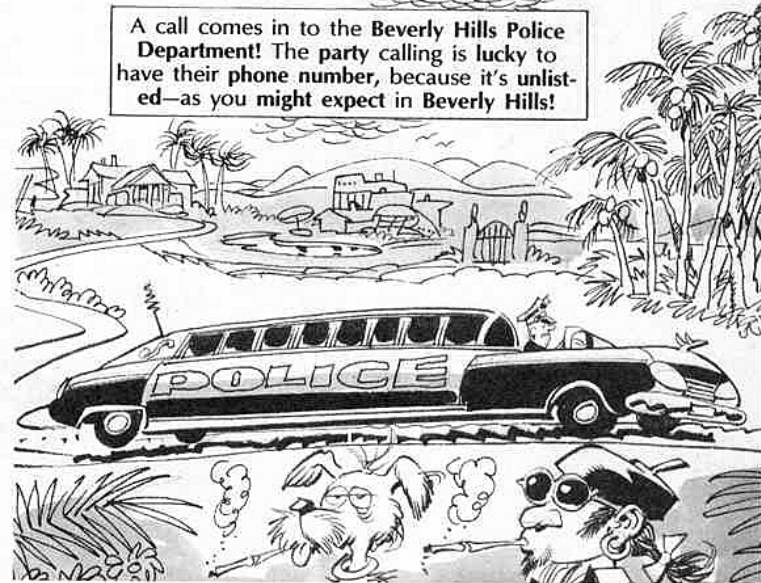
Before calling information, please check the number in your directory! If you are unable to find it, call back—and you will be able to hear this recording again!



While waiting for assistance, the salesman waited on two irate customers who were real short on compassion! Meanwhile, DeFrosted Kelly, seeing a police car passing by, waved his hands to signal them and broke his wrist!



A couple of weeks later, on the afternoon DeFrosted Kelly was released from the hospital, his sister gave him a welcome home hug and broke his back! We wish him well!



A call comes in to the Beverly Hills Police Department! The party calling is lucky to have their phone number, because it's unlisted—as you might expect in Beverly Hills!



This is an emergency! How fast can you get a police car here?

Let's see. We've got something open a week from Friday! Oops, sorry, that's a three-day weekend! Then we'll be closed for recarpeting the cells! Look, we'll get back to you as soon as something opens up!



Listen to me!! Calm down!!! Take off all your clothes and get into a very cold shower!

ACTUAL PHONE CALL OF 911 WORKER TALKING TO HER BOYFRIEND AFTER SHE HAD TO CANCEL A HOT DATE WITH HIM TO WORK LATE

In the woods, a tree has fallen, creating a bridge over a ravine! Some kids crawl over the fallen trunk to get to the other side!

The biggest boy is afraid to try because he's heavier than the rest, but he decides to chance it anyway!

Putting this "free ice cream" booth over here did the trick! Nothing's going to stop these kids from crawling over that rotted out tree branch!

FREE ICE CREAM

But when Sam Friedman got to the middle of the tree trunk it started to break! A passerby called 911 on his portable phone—we intercepted the call and sent a camera crew first!

Yes officer, about that kid trapped on a tree—you should send help, but take your time—send someone in about an hour!

When the 911 film crew got there, the first thing they did was climb a branch above Sam to get dramatic shots of him below! They had to work fast though! Sam could be rescued any minute which would mess up everything for us!

Don't move! Your weight is all that branch can take! Now listen carefully! I'm going to lower this 50 pound video camera down to you! Hang on to it and use it to shoot some footage straight down, so the audience can see the dangerous and helpless position you are in!

We learned a powerful lesson that day! No matter how dramatic the shot will look on TV, don't take chances! Our cameraman did! And he was fired—for losing a 30 thousand dollar video camera!

Not every story can have a happy ending! Timmy Racine watched his house burn to the ground, too terrified to call for help!

Timmy, if you saw the house was on fire, why didn't you call 911???

It's your fault! After I spent \$187 phoning the WWF Hotline, you told me never to call a 900 number again! I was only following your orders!

2 a.m.! Mrs. Chic Glitz is about to give birth! Her husband puts her in the back seat of the family car, but the car won't start! Frantically, he calls 911! The personnel there can read important instructions from emergency manuals to the lay person!

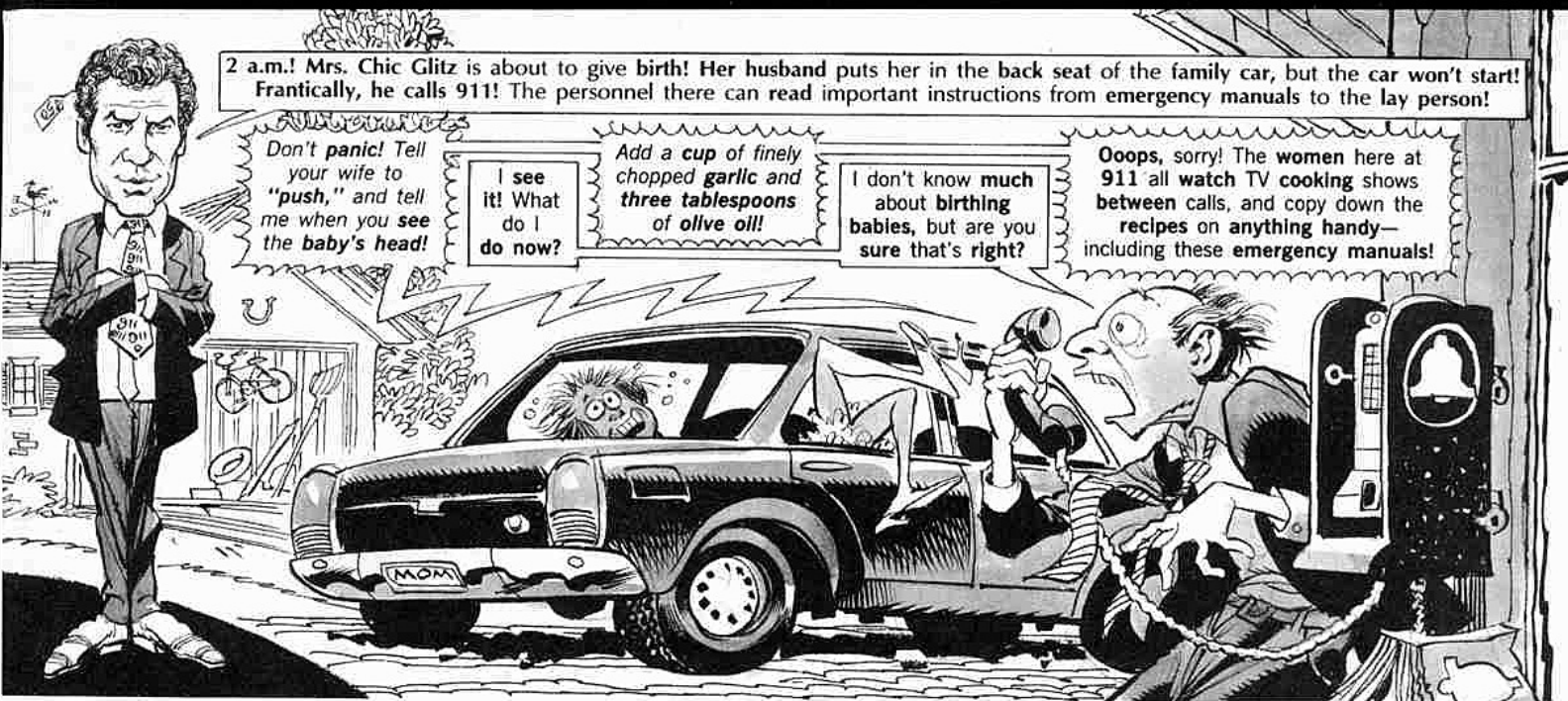
Don't panic! Tell your wife to "push," and tell me when you see the baby's head!

I see it! What do I do now?

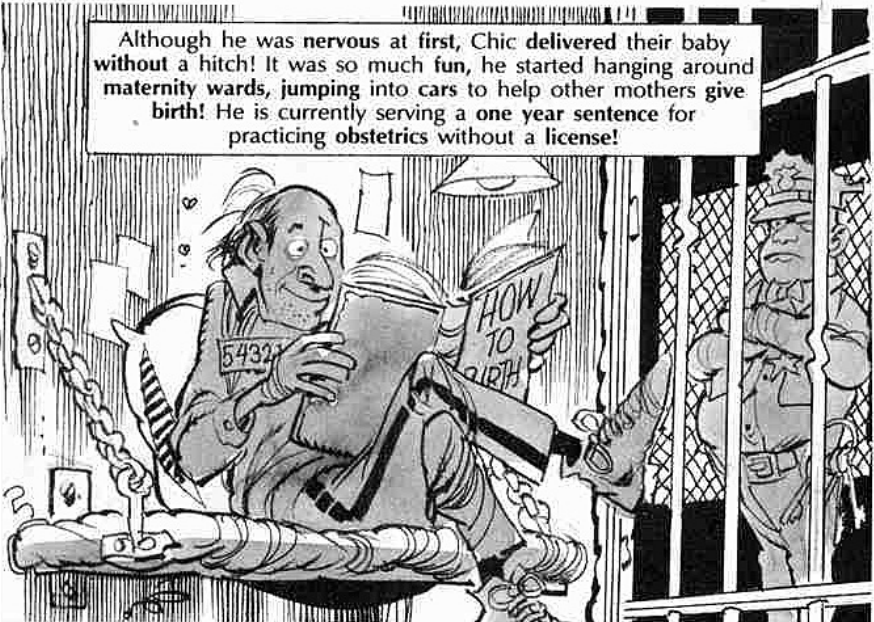
Add a cup of finely chopped garlic and three tablespoons of olive oil!

I don't know much about birthing babies, but are you sure that's right?

Ooops, sorry! The women here at 911 all watch TV cooking shows between calls, and copy down the recipes on anything handy—including these emergency manuals!



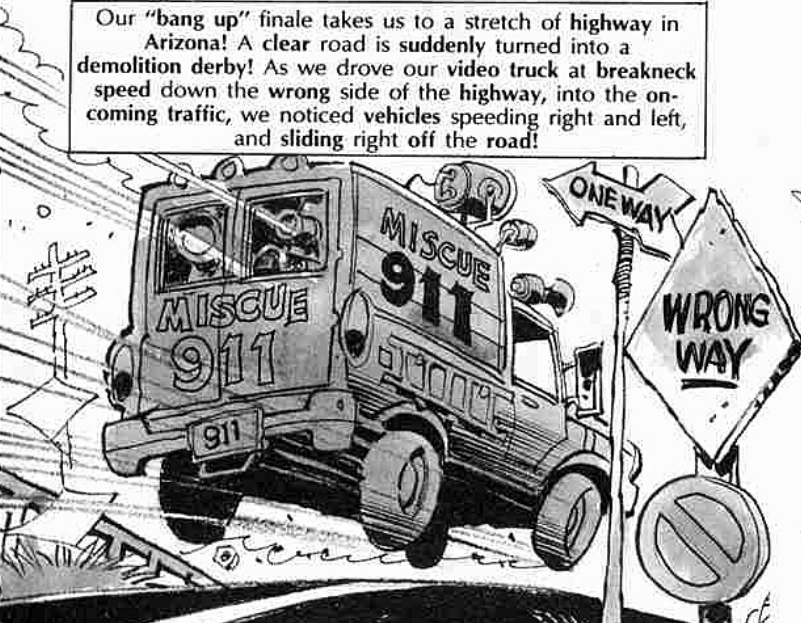
Although he was nervous at first, Chic delivered their baby without a hitch! It was so much fun, he started hanging around maternity wards, jumping into cars to help other mothers give birth! He is currently serving a one year sentence for practicing obstetrics without a license!



You have reached 911. It is Tuesday evening 8 p.m. EST. The switchboard will be closed until 9 p.m. EST—while we watch Miscue 911! We want to see if any of our stories got on! Please call back, and have a nice evening!

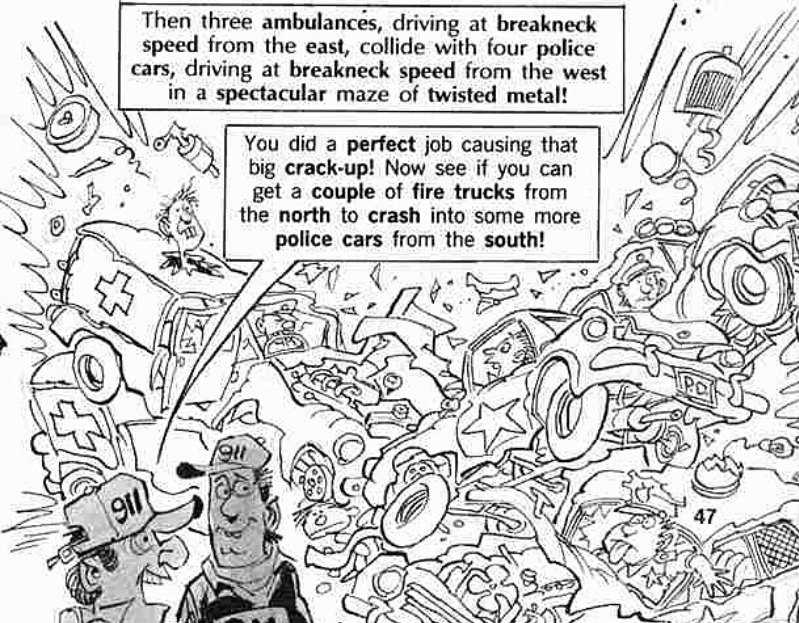


Our "bang up" finale takes us to a stretch of highway in Arizona! A clear road is suddenly turned into a demolition derby! As we drove our video truck at breakneck speed down the wrong side of the highway, into the oncoming traffic, we noticed vehicles speeding right and left, and sliding right off the road!



Then three ambulances, driving at breakneck speed from the east, collide with four police cars, driving at breakneck speed from the west in a spectacular maze of twisted metal!

You did a perfect job causing that big crack-up! Now see if you can get a couple of fire trucks from the north to crash into some more police cars from the south!





Mr. Shatter,
do you think
you'll ever
run out of
material for
your program?

As long as there
are **two cars** left
in America, you can
count on my guys
to engineer them
into a **collision!**

Careful where you step
Mr. Shatter! Don't
slip on the oil I
"accidentally" spilled
on the highway!

I'll be careful, and so
should all of you, or you
may suddenly find yourself
sprawled helplessly in
front of our cameras, next
time on... *Miscue 911!*

**WHAT IS FAST
REPLACING CANDY
AS THE VALENTINE
GIFT MORE AND
MORE WOMEN
DESIRE?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Women are sick of receiving fattening candy and quick wilting flowers every Valentine's Day. In these practical times they seek a more sensible kind of gift. To find out exactly what that special something is, fold page in as shown...



FOLD PAGE OVER LIKE THIS!

FOLD THIS SECTION OVER LEFT

FOLD BACK SO "A" MEETS "B"

A ►

◄ B



CANDY IS NOT THE GIFT A GIRLFRIEND OR MOTHER PREFERS ON VALENTINE'S DAY. IT'S WELL KNOWN HOW DIET CONSCIOUS WOMEN ARE. THEY ARE DEMANDING MUCH BETTER PRESENTS. THIS IS WHAT GUYS MUST BUY IN ORDER TO PLEASE THEIR WOMEN.

A ►

◄ B

GREAT MOMENTS IN HISTORY

Washington Cross-Dressing the Delaware



A
MAD
MINI-
POSTER